

PRINTERS'

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NEW YORK, OCTOBER 21, 1915

No. 3



The BLUE RIBBON AGRICULTURAL STATE

Some years ago during the visit of an eminent foreign dignitary to this country, the late James G. Blaine was asked how the distinguished guest might best be given a vivid, lasting impression of our land. Mr. Blaine replied, "Take him through the State of Iowa in the daytime."

If that great statesman were living to-day, he would have no reason to retract this statement; for from the time that Mr. Iowa Farmer wrested the land from the redskins, the Hawkeye State has been typically American. Agriculture is paramount in American activities, and tilling the soil is Iowa's long suit.

Agriculture and Iowa are to all intents and purposes synonymous. From where the Mississippi forms the Napoleonic profile of Iowa on the east, to where the muddy Missouri flows by her back-door bluffs on the west, Iowa is a never-ending panorama of rolling hills covered with corn, wheat, oats, grazing cattle and still more corn. For of all the great Northwestern States, which are now more than ever the place from which the world's breakfast comes, Iowa is the Ben Adhem of the bunch and justly deserves

the sobriquet, "The Blue-Ribbon State," so aptly bestowed upon her by one of her large agricultural publications.

Iowa ranks first in the production of corn and oats and in the value of the horses, hogs and poultry within her borders. She outranks all other commonwealths in the amount invested in farm machinery. She stands second in the production of hay, the value of her beef cattle, farm buildings, farm property and the area of her improved farm land. She leads in annual revenue per farm.

If a hole thirteen-sixteenths of an inch in diameter were bored straight through this terrestrial ball from Sioux City to Siam, Hy Clymer, of Iowa, could dig down into his jeans and ante up enough jitneys from his 1914 profits and farm valuation to plug that hole with a solid core, if he so elected.

He has the wherewithal, as shown by the fact that Iowa stands third among the States in bank deposits. He isn't a bit averse to spending it for what he wants. Proof of this is the fact that one out of every ten automobiles sold in the United States in the past year was purchased by an Iowan. Iowa goes in strong

(The Ayer & Son advertisement is continued on page 62)



Alsace-Lorraine

The recovery of these "Lost Provinces" is the great driving vision of the French Army—has been the dream of France for 44 years. Yet the population of this important territory—1,874,014—is *less* than the traffic for a *single* day on the Subway and Elevated lines of New York, which carry nearly

TWO MILLION

or to give the exact Public Service Commission's total, 1,910,280.

THE Advertiser with Metropolitan ambitions need not despair of conquering New York because of the formidable list of mediums *apparently* necessary.

Here is *one* great medium which includes in its immense circulation, the *active*, *buying* readers of *all* other mediums.

The rate is remarkably low: 2½c. per 1000 circulation for a space 11x21 inches in full colors.

A space *one half* the size of a car card, in the *seven* leading morning newspapers of New York, and *four* evening newspapers, aggregate circulation 1,898,460, costs \$1.61 per 1000 circulation.

Think of it! \$1.61 for *half* the space we offer for 2½c. and *our* circulation is greater! No wonder some of our clients have steadfastly used this medium for 30 years.

Among the many advertisers who have broken into New York by using *only* SUBWAY and ELEVATED advertising are such conspicuous successes as O'Sullivan's Rubber Heels, Sealpackerchief, Pompeian Cream, Fer-Mil-Lac, C-N Disinfectant and Chocolate Tootsie Rolls.

Why not take these tried and proven "Roads" to Metropolitan success? Phone us to call—No obligation.



ARTEMAS WARD

TRADING AS
WARD & GOW
50 UNION SQ. N.Y.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XCIII

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The Demonstration as an Auxiliary Form of Advertising

With the Proper Line of Goods and the Right Organization to Back It, the Demonstration May Be Made to Play an Important Part in the Manufacturer's Selling Campaign

[EDITORIAL NOTE:—The author of this article, written especially for PRINTERS' INK, is at present the Advertising Director of one of New York's foremost stores. He was for some time director of sales and publicity for a large manufacturing house.]

THE demonstrator, or special sales clerk, in the employ of the manufacturer and operating in the department store or retail specialty house has proved such a valuable adjunct in some sales campaigns, and such a disappointment in others, that a discussion of the merits and demerits of the system in PRINTERS' INK is sure to be of wide interest.

Some lines of goods seem to lend themselves especially well to the demonstrator plan. Others do not. In a general summing up of those lines which have been successfully pushed through the medium of the demonstrator, it is found that they are confined mainly to toilet preparations, foods and grocery specialties, confection specialties, corsets, hair goods, infants' specialties, gloves, electrical appliances for the home, such as massage instruments, irons, toasters, heaters, etc., kitchen utensils, sewing machines, bicycles, golf goods and some other sporting paraphernalia.

Doubtless other lines have been successfully pushed by means of the demonstrator, but they have not created any great stir.

In many cases where the demonstrator has proved successful she has been only an adjunct; a means of selling a larger percentage of

prospects than the average salesperson "lands"; she has not been the sole dependence of the manufacturer in the stores in which she has been placed. Many manufacturers regard the demonstration solely as an advertisement.

STORE DEMONSTRATION MADE THIS ARTICLE A SUCCESS

On the other hand in some cases the demonstration has been the only effort the manufacturer has put forth to build and hold business in a large city. A case in point is that of the manufacturer of a very excellent massage machine driven by electricity by attaching it to any electric light fixture in the home. It sells for \$15.00, the selling space required for it is not over 15 square feet in a conspicuous place on the main floor; the demonstrator, paid by the manufacturer, receives \$15.00 a week and two per cent on sales; the merchant stocks not over \$750 at cost figures, and for 40 weeks in the year the average sales are 25 machines a week, or were, at least, last year. Indications point to a rising percentage.

I cannot state with absolute certainty, but I have very good reasons to believe that the retailer's gross profit is about \$3.50 per instrument, and from this he does not have to deduct clerk hire, though the proper proportion of the rest of his overhead is figured against this profit, of course.

One of these instruments has been in my family for three years.

I know of three sales it has made. Some time ago I got an estimate from a manufacturer for producing the instrument. He would be glad to make them for \$4.00 each in 1,000 lots.

Presumably the manufacturer who controls the patent and sale makes them for not above \$3.50. He has done absolutely no advertising in the city of which I write, but stands ready at all times to make good or replace any worn or imperfect part.

For ten days in one December the demonstrator in charge was ill and away from the store. During the first five days the sales were only ten instruments, a decided falling off. Another demonstrator was rushed from the factory; her sales for the next five days were 14 instruments. The girl who was away ill would, probably, according to "past performances" have sold in these ten days 40 instruments; the total sales of the other girls were only 24.

The inference is too plain to require comment.

A sound and practical advertising campaign has been proposed to this manufacturer so often that he has at last about decided to undertake it. If he goes about it in the right way, he ought to have greatly increased sales, and he will need more demonstrators.

THIS DEMONSTRATION LACKED ORGANIZATION

As the opposite of the foregoing may be cited the experience of a manufacturer of a very good corset selling at \$5.00 and upwards.

This manufacturer trained three of the brightest girls of his office force to "demonstrate." Then he arranged to place them in stores in New York, Philadelphia and Pittsburgh. All the stores did was to give the girls a chance. The manufacturer paid the girls \$15.00 a week each and transportation, also a board allowance. A ten weeks' trial proved an absolute failure, though made in good season.

In casting about for the reasons of failure, with the assistance of the writer, the following features were developed. The manufacturer depended *solely* upon the dem-

onstrators. He did no advertising; made no allowance to the merchants for advertising; and did not succeed in inducing any one of the merchants to advertise on his own account. The prices of his corsets paralleled exactly the prices of a well-known make which each of these stores carried, and which was well advertised and had the momentum of several seasons back of it.

In one case the arrangements for the demonstrator were made over the head of the buyer of the department.

In another case the girl, never having had any actual experience on the selling side of a retail counter, ran amuck of the regulations of the store and stirred up no end of trouble.

In the third case the superintendent of the store reported that the girl, very charming personally, could not earn for him as a saleswoman eight dollars a week.

So there you are. The two instances of demonstration offset each other, and we are where we were when we started, except to the man of analytical mind. To him the details cited present several very valuable suggestions.

As a matter of fact, the demonstrator's proper place is as an advertising auxiliary. On August 26 *PRINTERS' INK* published a lengthy article on the wonderful success of the H. O. Wilbur Company, of Philadelphia, in creating a market for its famous Wilbur Chocolate Buds, and laid considerable emphasis upon the part played by demonstrators.

It should be noted, however, that in this case demonstrators were used only as one of *nine* distinct forms and methods of advertising and publicity which were outlined in detail in the article referred to.

Demonstrators are mainly women and young girls. They must be more than pretty, attractive, becomingly dressed and well-mannered. They must be *business women*, and they must have the *selling instinct*. It requires quite as much skill to select, quite as much persistence to train, and quite as much careful detail to han-

dle a force of demonstrators as is required by a force of traveling salesmen or local solicitors. It cannot be done successfully without a good system providing for quite a mass of information and data regularly supplied from each store in which a demonstrator is placed.

A first requisite of a successful demonstrator is correct and quick judgment of human nature. One woman will resent having toilet water sprayed over her from an atomizer while another will like it. One will get into a frightful huff if even asked to try a lip rouge, while another will be quite willing to try it.

The demonstrator for a manufacturer of flavoring extracts who was one of the cleverest business women I ever knew, once told me that she had got so she knew which flavor to press upon every woman that approached her booth. At first I doubted, but after watching her for a half hour and hearing her say *sotto voce* as the "prospect" approached "almond," "chocolate," "vanilla," and finding her right I changed my opinion.

This woman had no stereotyped talk. She was mistress of all the facts, seemingly, that had ever been developed regarding her goods, but she seemed to speak differently to every prospect. She "mothered" young housekeepers and talked on a plane of equality and experience to the older ones. Every store was sorry to see her leave when her time was up.

She was a demonstrator *par excellence*, for she made pronounced success in handling flavoring extracts, instantaneous dessert specialties, chocolates of three different makes, toilet specialties, electric household specialties and toilet preparations. She is now in a Western city demonstrating to a hustling young man that she can make a happy home for him and their two children and save money while he makes his way as superintendent of a growing department store.

I have had access to the records of quite a number of demonstrators. Obviously I cannot give names, but these are the facts,

which are more important. I will give the record of only one house in each of three lines.

ANALYZING SOME DEMONSTRATORS' METHODS

Men's gloves. A very attractive young woman who thoroughly understood leathers and gloves; who was refined and educated and who knew human nature was a few years ago given a place representing a manufacturer in a large department store in an Eastern city.

She had round, velvet-covered pads placed on the counter top and one table in an open space. When a man came to look at gloves she showed him generally three kinds, two of her own and one of another make. She deftly induced the man to put his elbow on the pad, and with great dexterity and some pleasing conversation, worked one glove on his hand—her own make, and generally sold a pair or more, not infrequently making a permanent customer who didn't hesitate to tell his friends of the unique experience.

From nothing, that store built up a trade with that manufacturer of \$12,000 a year in the third year. The demonstrator is now the buyer of the department. She began at \$15.00 a week and ended with \$40.00 a week. Her salary as buyer is of course higher.

Chocolates and confections. A very clever little woman of about 28 who had had an unhappy married life, ending in divorce, and with a child to support, was for ten years the chief demonstrator for three of the leading manufacturers of chocolate and confections, two in America and one in Europe.

She received at first ten dollars a week and a small commission. She came under my direction with two years' experience at \$20.00 a week. Latterly she was in charge of a corps of demonstrators at \$50.00 a week.

Her greatest success was in general publicity work. She had a knack of impressing her house and its product on her "prospects" so that it became natural for them

to ask for the product she was demonstrating, whether in her store or elsewhere. She enthused her fellow workers. Everybody was a "rooter" for her goods. She frequently developed splendid demonstrators from girls that had been very ordinary sales clerks. She had personality, magnetism and commercial instinct *plus*. To-day she is sales manager at a big salary for a house making specialties in kitchen utensils, and she has built up its trade wisely and steadily by means of demonstrators whom she has selected and trained herself, as an important adjunct to an advertising campaign which is conducted for her by a live-wire agency. As a rule, five minutes after she goes into the office of the buyer or general manager of a department store she can have almost anything she wants.

Toilet preparations. A certain manufacturer makes a specialty of copying or closely imitating the most exquisite French odors and applying them to creams, extracts, toilet waters, talcums, rouges, face powders, etc.

He gives each odor an attractive name and protects it. His packages are models of beauty. His arrangements with retailers are on right lines. He depends very largely upon demonstrators to create demand. These demonstrators operate not only in stores, but in manicure parlors, hair-dressing establishments, among visiting ladies' maids, manicurists and hairdressers, at church and club fairs and entertainments, in young ladies' schools and academies and in some office buildings by sampling.

He began the demonstration plan five years ago. He has prospered greatly. These are the facts gleaned concerning his organization: There are 24 demonstrators in as many stores located in 19 cities. They receive from \$10 to \$20 a week in salary and commissions. The cost is about \$13 a week average per demonstrator, a total of about \$15,000 a year, allowing for "weeks off," vacations, illness, etc. To this expense is added a man-

ager of demonstrations whose salary is \$2,000 a year and whose expenses are about \$1,500 a year; a stenographer at \$500 a year, postage and incidentals, literature, etc., \$1,500 a year. The total cost of samples given away and used in demonstrations amounts to about \$3,500 a year. This brings the grand total up to approximately \$24,000 a year.

EFFECT OF DEMONSTRATIONS CUMULATIVE

This manufacturer made a "standing start." That is, four years ago he had no trade in the 24 stores in which he now has demonstrators. At the end of the first year he had broken about even, or, "if I counted my own time and energy and something for the risk and capital used" he said to me, "I was behind the game."

With the second year came the cumulative effects and the results of perfected system, and he showed a very satisfactory profit at the close of the second year. To-day his profits are very satisfactory he says. He put down five figures as the profits of last year. He says he co-operates with the store-keeper in any reasonable way he is asked to, and when no special suggestions are put forward develops means of co-operation himself.

In some stores, notably in larger cities, there are as many demonstrators as can be used to advantage. Manufacturers are urged to furnish them. It saves the merchant wages and gives him superior sales clerks. On the other hand some high-class stores will not countenance the demonstration idea.

The foregoing is presented with the idea that the reader is more or less familiar with the method of placing and operating demonstrators in department and specialty stores.

For the benefit of those who may not be familiar with some of the details, I submit the following:

There are two classes of demonstrators employed by manufacturers; one makes new trade for the line or lines they demonstrate in

We Want a new food account

THIS advertisement is addressed to just one manufacturer of a high grade food product who is interested in the intensive promotion of his business.

We offer such an advertiser *ideas* that are really *new*—a *fresh viewpoint*—and proved ability in the *economic* production of results for leading food concerns.

As we do not handle conflicting accounts, we cannot accept another advertiser of meat products (because of our client, Morris & Co.) nor of pork-and-beans or catsup (we handle Snider's).

We should be glad to hear from a food manufacturer in any other line. Fruits—for example; butter; canned soups; tea; coffee; cocoa; corn, wheat or rice food; condiments, sauces, syrups, codfish, baking powder, etc., etc.

Our organization includes men who at different times have co-operated in the Advertising and Sales of some of the greatest food manufacturers in this country—including National Biscuit Co., H. J. Heinz Co., Armour & Co., Royal Baking Powder Co.—and scores of others.

We offer a service that is definite, complete, *different*.

Shall we tell you about it?

NICHOLS-FINN
ADVERTISING COMPANY

222 SOUTH STATE STREET, CHICAGO

200 FIFTH AVENUE, NEW YORK, N. Y.



"Intelligent, Sustained Effort Insures Success"

the store in which they are placed, and as a secondary but important consideration creates demand that is to be felt to a greater or less extent by all the stores in the city that carry the manufacturer's lines. The other is a class of demonstrators who are placed in department and specialty stores simply to protect the manufacturer against substitution and to keep the public alive to the merit of their particular brand where they are obliged to meet very keen competition.

When a demonstrator is placed in a department or specialty store, she is subject to all the rules and regulations of that store, as to hours, conduct, dress and all other matters. Her pay is generally remitted to her direct, but sometimes she is paid by the store which charges the amount to the manufacturer. Generally the store prefers to have her known as demonstrator only to the employees of the store. To the public she is simply a very agreeable and efficient salesperson.

It is generally advisable from the viewpoint of both the store and the manufacturer to make no time contract for the duration of the demonstration. If the demonstration is a success both parties will want to continue it. If it is not a success the probability is that neither party will care for its continuance.

If a demonstration has proved a success it is then considered wise to arrange a contract from year to year, which is a protection to both parties.

A demonstration should always be first proposed to the department buyer of a store, and his enthusiasm and that of his assistant should be won. Later it is generally possible to enthruse the window-display man and the advertising man, so that they will occasionally give the demonstration a boost by display and advertising.

It is considered best for the manufacturer to appoint his own girls as demonstrators and train them thoroughly on his goods and regarding closely competitive lines. It is seldom considered desirable to appoint as a demonstrator a

sales clerk already in the store, even though through favoritism or other motive the buyer or superintendent of the store may suggest some one of the store's clerks.

The average sales girl in a department store, aside from the important apparel lines, and furniture, carpets and draperies, where the pay is higher, receives on an average of from \$7 to \$10 a week with various premiums and commissions added.

The average demonstrator is worth and receives from \$10 to \$25 a week. It is safe to say that a manufacturer cannot afford to keep a demonstrator who is not worth at least \$18 a week to him, whether paid in straight salary or commissions or a combination of the two.

The demonstrator must be much brighter than the average girl or woman. She must have a well-developed commercial sense. She must be neat in appearance; have a good education; be refined in manner; have a pleasing personality and a well-modulated voice, and be diplomatic in her relations with fellow employees and executives in the store in which she is placed. She should also have a faculty for mastering and recording details, so that she can forward each week to the manufacturer an intelligent and comprehensive résumé of the week's work. She should also have the qualities of initiative and resourcefulness, which will help her in developing her demonstration and recording details that will help other demonstrators.

VARIETY OF METHODS REQUIRED

It is generally considered advisable to withdraw a demonstration when a steady increase of business does not continue from week to week, or at least from month to month, even if a contract exists between the manufacturer and the storekeeper. Instances have been known in which a demonstration was a big success for several months, then began to wane. After withdrawal of several months a renewal showed splendid results. Again a store



“*IT WON'T DO*
—it will sell too
many, and we are
oversold already,”
said a client of the*
CHELTENHAM
Advertising Agency

INGALLS KIMBALL

President

11 EAST 36TH STREET
NEW YORK

*Name on request.

which has a very steady clientèle can be "worked out" sometimes in a few weeks, and it is then desirable to transfer the demonstration to another store in a different neighborhood.

In selecting a store in which to place a demonstrator it is considered wise to take the store that has the largest number of people entering each day. A store which conducts a large number of special-sale events, or which gives entertainments and presents other attractions to draw the crowds is the best medium for the demonstrator. As a case in point, I know of a manufacturer who had a demonstration in one of the five largest stores in Philadelphia, that barely paid for itself during a period of 15 weeks. He transferred the demonstrator, on a week's trial, to the leading drug store adjoining the campus of the University of Pennsylvania, in West Philadelphia, and in a month's time built up a wonderful trade. This came about by highly specialized attention to the details of management on the part of the man who was in charge of a large force of demonstrators for the manufacturer.

NO CUT PRICES DURING DEMONSTRATIONS

Merchandise should always be demonstrated strictly on merits and not on price. The most successful users of demonstrators state quite positively that they consider it a very unwise policy to cut prices under any circumstances, and they generally require the stores in which they have demonstrations to agree not to cut the prices during the demonstration. They do, however, sometimes, where they have more than one article, group the articles so that the total price for the group is less than the total for the individual items sold separately.

The method employed by the most successful users of demonstrators is to secure young or middle-aged women who have had actual selling experience in retail stores, because it is essential that they should be familiar with the discipline and regulations of retail

establishments. Their preference generally is for women of personal attractiveness as detailed in the foregoing.

These applicants are paid a small salary while they are being thoroughly drilled in the merchandise to be demonstrated, and are not sent to stores in other cities until they are considered "letter perfect." One manufacturer tells me that he has had as high as 25 demonstrations in his home city at one time, very few of which made enough profit to render them worth while, but he used them as training schools for a force of demonstrators who were to be distributed over the country.

In some instances it is found more desirable to advertise for demonstrators and for expert salespeople in the town which is to be opened up, and have the manager of demonstrations go to the town, make his selections of candidates and get the demonstration started after a thorough personal drilling of the successful applicant. Sometimes promising applicants are brought to the manufacturer's home town for drill.

As we have seen, the demonstration has been both successful and unsuccessful as a method. I have endeavored to make it clear that its success depends upon the watchfulness and organization back of it. The demonstration can be made a wonderfully effective force if properly handled, but it will no more "run itself" at any stage than will a high-powered motor-car. Eternal vigilance is the price of success in the use of demonstrations.

D. W. Henderson Advertising Manager "Farm & Fireside"

D. W. Henderson has been appointed advertising manager of *Farm & Fireside*. He has been with the Crowell Publishing Company for about five years, serving in that period on *Farm & Fireside*, *American Magazine* and *Woman's Home Companion*. Until June 1 of this year he was associated with the Chicago office, and was then transferred to New York.

The *Southern Woman's Magazine*, Nashville, Tenn., has appointed Cole & Freer, Chicago, as Western representatives.

102,006 WOMEN

paid the full subscription price in advance for **NEEDLECRAFT** during the month of September. No clubs, no subscription agencies. See how they were received daily:

	1915		1915
September 1.....	4,314	September 17.....	3,146
September 2.....	2,412	September 18.....	3,070
September 3.....	3,757	September 19 Sunday.....
September 4.....	2,547	September 20.....	4,906
September 5 Sunday.....	September 21.....	4,882
September 6 Labor Day...	September 22.....	2,654
September 7.....	2,456	September 23.....	3,730
September 8.....	6,210	September 24.....	3,772
September 9.....	6,153	September 25.....	2,614
September 10.....	5,429	September 26 Sunday.....
September 11.....	3,625	September 27.....	4,988
September 12 Sunday.....	September 28.....	6,151
September 13.....	6,748	September 29.....	2,847
September 14.....	5,629	September 30.....	4,207
September 15.....	2,326		
September 16.....	3,433		
			<hr/> 102,006

Some increase over September, 1914, when we received 38,624 subs.

NEEDLECRAFT

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

Ryzon Lists 3,000 Dealers in Spread

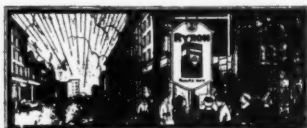
This Number Is Thought to Be the Largest on Record Ever Given Publicity in One Announcement—Danger of Trade Complications Offset By Advantages at Start

MANUFACTURERS, anxious to co-operate with their dealers, often have bumped into the problem which the General Chemical Company seems to have solved so neatly in its recent double-page advertisements in the New York City newspapers. The names of more than 3,000 retail grocers in Greater New York and

product. The company reasoned that the large list of dealers published was in itself a guarantee that the new baking powder is right.

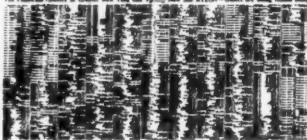
Single-page lists were run in Brooklyn, and in the smaller cities of New Jersey and New England. Mr. Nash said he saw no reason why the same plan should not be used in any other section of the country that might be selected for a concentrated campaign. The double-page lists were run on two days in three New York City papers.

One of the barriers which has deterred manufacturers from printing large lists of dealers in advertisements, apart from the expense, has been the danger of



The Sign of The Perfect Baking Powder

From an ad in one of the New York City newspapers. The sign is a large, ornate, illuminated structure in the shape of a cake, with the words "THE PERFECT BAKING POWDER" on it. It is being carried by a group of people. The ad is a full-page spread in a newspaper, with the sign being the central focus. The text around the sign is small and difficult to read, but it appears to be a list of dealers or a promotional message. The sign is being carried by a group of people, and it is being held up high, making it a prominent feature in the scene.



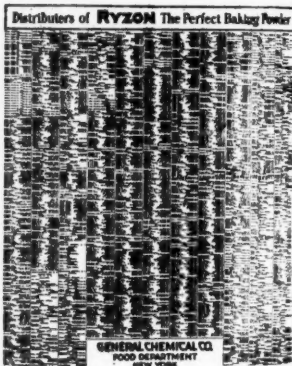
THE LAYOUT OF THE ADVERTISEMENT IN NEW YORK DAILIES

vicinity were printed in the advertisements, and the consumer was told that Ryzon baking powder could be purchased at any one of the stores mentioned.

As Frederick W. Nash, manager of the General Chemical Company's food department, remarked, "The distribution of Ryzon baking powder in Greater New York was put before the consumer at a glance." Mr. Nash said that the listing of dealers had two effects on the consumer. The first was to show the nearest store where Ryzon could be purchased; the other was to impress the ultimate purchaser with the value of the

trade complications. In a list which runs into the thousands it is easy to overlook a few dealers. Then the company hears that David Hardtacke, the leading grocer of some prosperous little city, has been forgotten. Mr. Hardtacke declares he will never sell another package of the company's product, and there is a mar on the campaign. It doesn't take many Hardtackes to cause a lot of annoyance.

Mr. Nash's view on that angle was determined. He told of the Yuban coffee advertisement which had contained the names of more than 2,500 distributors of the prod-



GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK

uct. Until the appearance of the Ryzon spreads, the Yuban lists were the largest published in the form of an advertisement.

"As I remember that situation," remarked Mr. Nash, "there were only a couple of dealers out of the entire number who were overlooked. We check our lists very carefully and take every precaution to avoid the situation which you have mentioned."

It is interesting to note that the Ryzon list includes the names of large grocery chains like Acker, Merrill & Condit Company, Park & Tilford, Gristede Brothers, Inc., Andrew Davey, and others. Mr. Nash was pleased as much with the quality of the list as with its length.

There have been many instances where lists of dealers have appeared in national advertising. The dealers mentioned in those lists generally were scattered over a wide area. The Ryzon advertisements are unique because thousands of dealers within a restricted territory are represented in the printed lists.

"I believe that printing lists of dealers is valuable in the marketing of a new product," declared Mr. Nash. "It gives both consumer and dealer something definite. The distribution is backed up by concrete effort. That sort of advertising ties up the campaign and gets the trade mechanism in working order, because it shows the consumer where the new product can be purchased."

Shredded Wheat Company Files Unfair Competition Suit

MANUFACTURERS of products which are frequently removed from the original packages, and sold to the consumer without identifying marks, will follow with interest the suit filed in the United States District Court at New Haven by the Shredded Wheat Company, of Niagara Falls, against the Humphrey Cornell Company, of New London, Conn., the Ross Food

Company, of Batavia, N. Y., and Andrew Ross, Frederick H. Towne, and Ralph Valentine, principal officers of the last-named concern. The Cornell company is a jobber which has been pushing the Ross Food Company's "Whole-Wheat Biscuit" in Connecticut. Andrew Ross was formerly sales manager of the Kellogg Toasted Corn Flake Company, and prior to that was connected with the Shredded Wheat Company. Mr. Towne was New England manager for the Shredded Wheat Company, and Mr. Valentine a machinery expert with that concern and later with Kellogg.

The charge of unfair competition rests upon the manufacture of whole-wheat biscuits so similar in appearance to Shredded Wheat Biscuits that the two cannot be distinguished when displayed without the carton.

One of the allegations rests on the fact that the Shredded Wheat biscuits are often removed from the cartons by retail dealers, restaurateurs, etc., and placed in glass globes for sale and for display, and that then the sole means by which the consumer recognizes the goods is by their appearance; in fact, has come to recognize them always as the goods of the Shredded Wheat Company. Now, it is claimed the goods of the Ross Company are displayed in "Shredded Wheat" globes, and the public is deceived thereby into a belief that it is buying the original product.

The court is asked to grant an injunction restraining the defendants from making and selling biscuits in imitation of the distinctive features of Shredded Wheat, and for an accounting of profits.

Newspaper Double Spread Focuses Retailers' Attention

Twenty-two wholesalers and manufacturers of Kansas City, Mo., joined recently in three pages of advertising in a single issue of the *Kansas City Star*. The advertising appeared during a live-stock show in the city and was for the purpose primarily of pointing attention to the advantages possessed by Kansas City as a centrally located market for the retailers within the city's commercial territory.



Gilbert Parker Rupert Hughes Meredith Nicholson

The Greatest Novelists Ever in a Single

Gilbert Parker Rupert Hughes Meredith Nicholson
The Greatest Hits of

Novelists Ever in a Single
Issue of Any Magazine —

**Rupert Hughes
Gilbert Parker and
Meredith Nicholson —**

All in the November Issue of

THE RED BOOK MAGAZINE

We Take Our Medicine

"The foundation of success in advertising and selling to country people is sympathy. That is, sympathy with rural life and rural people. Those who do not appreciate the greatness and the nobleness of the farmer's calling should not try to do business with the tillers of the soil. Treat the farmer with firmness and frankness. Tell the truth about your goods and don't exaggerate."

from "Test and Testimony" issued by The Farm Journal in 1912, and even more true now.

To-day the Farm Journal has over a million circulation as the direct result of following its own advice to advertisers. The Farm Journal has had sympathy with rural people, it has appreciated the greatness of the farmer's calling, it has treated the farmer fairly and with frankness, it has told the truth without exaggeration.

December closes November 5th.

The Farm Journal

"Unlike any other paper"

1,000,000 Circulation

Digging Up a Winning Specialty Out of an Old Line

The Story of "Emeralite"

By Charles H. Willard

EXPERIENCE shows that it is not the rank outsider that has the best chance in marketing a new specialty, but rather the staid and prosperous old house of staples which is already in actual possession of the all-important trade channels. How readily, for example, a number of leading concerns that have learned this secret are adding specialty after specialty to their families of products and securing for each with little increase of their advertising investment a punctual and almost automatic distribution. The most instructive proof of this, for the old-line wholesalers who have not yet solved the riddle, is, however, the experience of some old house with a big line of staples that has put on its first big specialty and advertised it to success. An experience like that of H. G. McFaddin & Co., with Emeralite, therefore is illuminating.

The head of McFaddin & Co. had been as perfectly satisfied with his business as a man can well be. He had not been conscious of having any particular business problem to work out prior to the moment he embraced the task of inventing and putting the Emeralite lamp on the market, which was about six years ago. He had taken over the business started by his father in New York nearly 60 years before. The elder McFaddin had retired some time before, but the son had gone on importing glass shades, reflectors and other ware from abroad and was also carrying the fixtures for gas, electric and kerosene lighting. There was plenty of competition in the line, but the business had grown to occupy its own building and had developed an individuality of its own. McFaddin lighting systems were used in many public and office buildings. And there were some few specialties that

were advertised more or less in the trade papers, though none that showed any revolutionary promise.

This was the situation when the present head of the house got to tinkering with his invention. Although competition was not troubling him especially, he had come to hold pronounced views on the question of what was the best kind of lighting, not merely for immediate utility, but ultimately for the good of the eyes, and there was nothing on the market which exactly represented what he had in mind.

He set out to make something that did. He took the familiar translucent green glass shade with white interior reflecting surface and shaped it to contain an electric bulb. The scientific construction of the shade threw most of the light on the desk where it was needed and protected the eyes without too much darkening the room. The bulb and shade were supported by an arm attached to a base. He patented the combination.

AFTER OFFICE BUSINESS FIRST

"I felt from the first that I had something that could be advertised and pushed," said Mr. McFaddin. "There was nothing like it on the market and I felt it was a great advance on the tin and other cheaper reflectors with cheap fixtures, with which office desks were then equipped. The business field was the most promising at first because sales might be made in individually large quantities through the equipment of office or public buildings, banks, etc. I had three or four models made up to retail at five and ten dollars and put them out to the trade through the glassware and electric fixture jobbers. They were introduced by pages in the trade-papers, a series of form letters and mailing pieces

and the personal work of our four salesmen.

"We were greatly disappointed and surprised by the results following the introduction. There was no response of any importance. Both jobbers and dealers were lukewarm. They continued so for a long period. This is partly accounted for by the fact that the goods were perhaps not so good as they are now, but chiefly because they were not supported by consumer advertising and the dealers did not know how

3,000 or 4,000 dealers out of 20,000—as a basis, and trust to be able to extend it through turning over to the dealers, new and old, the inquiries elicited by the advertising. The trade were all acquainted with us, I should add. I knew they would all take hold if they saw good reason to do so.

"I began to advertise in four or five national weeklies and monthlies, keying the ads and offering free a booklet. The space was generally 50 lines and copy ran four months of the year, in



You Want Good Eyesight, Don't You?

The two most injurious things to good eyesight are a poor light and a glaring light. EMERALITE Lamps are especially designed to obviate this injury. They are the lamps with the rich, emerald-green glass shade which oculists prescribe—and whose clear, soothing light enables you to read easier and do better work without headache or eyestrain.

Be Kind to Your Eyes—READ and WRITE with

EMERALITE

The model shown here is EMERALITE, Jr.—the handiest, most artistic and practical lamp ever conceived, because it will Stand, Hang or Clasp ANY PLACE You Put it and in ANY POSITION Desired

and concentrate light exactly where you want light—whether you are reading, writing or working—always keeping your eyes in the shadow and resting and saving them from glare and strain. Constructed of highest quality materials, and is not to be confused with the cheaply constructed inferior imitations. Avoid substitutes. Look for the name "EMERALITE" on every lamp. Ask your dealer to show it to you. If he hasn't it in stock, he will gladly get it for you. Or we will send you one upon receipt of \$4 and refund your money if not entirely satisfied. Your eyes are your most valuable possession—SAVE THEM—use an EMERALITE, Jr. which gives exactly the clear, green-shaded light that your eyes require.

H. G. McFADDIN & CO., Sole Mfrs.
40 Warren St., New York
(Send for FREE booklet showing in actual pictures 21 other styles of EMERALITE Lamps for office and home.)

DEALERS—Attractive proposition
Write us—NOW

Rich, emerald-green glass opal lined shade adjustable to ANY angle. Pull-chain socket. Six feet of cord connects with any electric fixture. Lamp can be clamped or hung ANYWHERE in home and office. A jewel of a lamp in green and gold. A marvel of convenience.



LATEST ADVERTISING DRIVE IS ON THE NEW EMERALITE, JR., MODEL AND ILLUSTRATES THE SEVERAL USES IN CHARACTERISTIC HANDLING

to explain and thus push them.

"It was nearly two years before I came to realize what the trouble was. I had contemplated general advertising, but it had seemed necessary to secure a fair distribution for the lamp before beginning a campaign, and, in addition, general advertising would not have helped us very much to introduce the lamp into public and office buildings. There were other mediums more direct, which we were already using.

"Nevertheless, I decided at length to wait no longer, but to take what distribution I had—

the fall, the lighting line being a seasonal proposition. Inasmuch as this was home business, I had prepared several new styles of lamp better suited to the parlor, den and library than the office lamps I had been offering. Several of the new styles carried inkwells, pen-racks and a clock on the standard. I accommodated my advertising to fit these new models. But the appeal was the same as before. We advertised a 'comfort' light, one that was 'good to your eyes.'

"At the same time we got out a small catalogue in colors and

a folder for distribution through the dealers, and supplied display cards and electrotypes to those who wanted them.

RAPID REACTION FROM DEALERS

"I don't suppose that we spent over \$2,500 or \$3,000 in that first campaign, but the effect on the trade was electrical. Dealers who two years before had ordered one or two lamps, now ordered a dozen and many others who previously had not come in at all did so now, as soon as they saw the trade-circular outlining our selling plans. With their help, the lamps moved off rapidly and we had a very successful season.

"The next year, 1913, we increased our advertising and went into new mediums, among them some of the women's fashion magazines, our lamp being a distinctively quality article, superior to anything of the kind being offered. We increased also the number and quality of our catalogues and booklets.

"Up to this time we had confined ourselves to making what we described broadly as office lamps and home lamps. We had made these in nearly 20 different styles. Now it occurred to me that we could adapt what was essentially one lamp to as many different purposes as there were real needs for it, and give each style a designation of its own. Many people like to read in bed, so we had an 'Emeralite bed lamp' that could be clamped to the rods or the side of a bed without injuring the enamel. We had an 'Emeralite piano lamp' that threw the light on the pages of music and saved the eyes of the player. We had 'floor lamps' with extensible standards and several other kinds.

"We advertised them in turn, at the same time binding all together by the use of our trade-name 'Emeralite' and our slogan 'kind to the eyes.'

DOUBLED BUSINESS IN 1913

"This year, 1913, we doubled the Emeralite business, which was already growing fast. Dealers who had taken one or two lamps

in the beginning were now ordering 40 and 50. Last year, on account of the war, the campaign did not show any remarkable results, but this year the first of the trade circulars we put out cleared up more than double the number of lamps we had in stock in preparation for the initial demand. Some little competition is apparently developing, but it does not advertise and we do not feel it.

"Our big problem now is going to be the same as it always has been, how to get the trade as a whole to understand and push the goods. We have some 5,500 live dealers on our lists and there are 15,000 of the other kind. Some of the best dealers not only do a good business in handling our home and business Emeralites in individual orders, displaying and advertising them in their catalogues, and local newspaper advertising, but they go actively after the big office and building business, and furthermore, profit from big installations in such buildings as the Pennsylvania Terminal, the Capitol at Albany, hospitals and similar institutions.

WORKING WITH DEALER

"We do not go after this business direct. In fact, it would not pay us to do so. We first hear of it generally through being invited to submit bids and sample lights for testing. We are, of course, glad to do this, and after getting the inquiry, we work with the dealer to get the business. The interest of the prospect in these instances must come from our general advertising as well as from other installations.

"But the larger and more prosperous dealers are exceptions. To most dealers the line still looks high-grade and high-priced, and most dealers are afraid to handle high-grade goods. So our work is to convert them to the other idea, that a man will pay a fair price for what he wants, and that he naturally wants the best. We are now sending out a set of six large folders in four colors to show the dealers that our lamp actually is the best and that it can

be easily sold to the public. This folder features the newest addition to the Emeralite family, Emeralite, Jr., which is a small, portable electric hand lamp that can be set on a desk or attached to a bed, chair, nail in the wall or any place to which the electric cord can be carried. Trial orders are offered dealers on this style to introduce it.

USING THE "MOVIE" IDEA

"The folder explains the fall campaign, gives list of mediums, shows series of ads, and illustrates the leaders of the line. One of its strongest features is the dozen little pictures illustrating the different uses of the different styles of Emeralite, Jr. These tell in a few seconds more than pages of copy could explain. The other dealer literature will be similarly educational.

"We have also, within a few weeks, added a detail to our advertising and selling promotion that is of the first importance in educating and stimulating our dealers. I had seen that motion displays in the windows have achieved excellent results in other lines. They have appeared to very little extent in the lighting line, outside of the gas and electric light companies. National distributors have almost exclusively confined themselves to the employment of cards, hangers and cut-outs for window purposes.

"I thought that a motion display would afford us an unusual opportunity to contrast the glare of the ordinary unshaded light with the soft glow of the Emeralite lamp for their respective effect on the eyes of the reader and desk-worker. So we have had forty displays made up for the window by which the unshaded bulb and the Emeralite lamp were alternately lighted and extinguished in front of a lithographed cut-out figure. The cost was considerable.

ROUTING THEM ON CIRCUIT

"We have been trying them out on dealers in town and have had excellent results. We intend to travel them to Baltimore, Phila-

delphia and other cities, with a man to install them, but are having hard work to persuade the local dealers to let them go.

"Under such circumstances, I need hardly say the effect on the dealer must be good. He is much more important to make and keep enthusiastic than one or a dozen people who may see the display in his window. The greater success of the campaign depends upon them."

The growth of Emeralite has made it the most important branch of the McFaddin business and a dependable sheet-anchor to it. The European war has not helped the glassware importing business as a whole. It might have inflicted irreparable injury on it. In that case the company would have found its salvation close at hand in its fast-growing advertised specialty.

The company has recently taken over another specialty, Thermolite, an electrical device to flood aching parts of the body with radiant light and heat. It is being sold through dealers and agents and will be advertised later.

New York Club Gets 687 New Members

Four weeks of campaigning by the Advertising Men's League of New York netted a total of 687 new members, and ran the total membership of the organization to 1,052. The successful campaign began on September 15, and was closed on the night of October 15. A housewarming in the new clubhouse at 47 East Twenty-fifth Street marked the close of the drive.

O. C. Harn, of the National Lead Company, headed the committee which obtained the largest number of new members, a total of 132. Mr. Harn also won individual honors by signing up 64 men personally. W. H. Ukers' committee was second with 92 members, and the men headed by John Clyde Oswald turned in 72 members. Second individual honors were won by G. B. Sharpe, of the De Laval Separator Company. Mr. Sharpe obtained 41 members. David D. Hill and J. W. Davidson each secured 33 members.

Mr. Harn's prize was a silver desk outfit. Mr. Sharpe won an elaborate smoking set. Messrs. Lee and Davidson split a pair of vases.

Dinner was served from 6 o'clock. In announcing the results, Harry Tipper stated that the league is now the largest advertising club in the country and is in a position to do better work than ever before.



November first "The Colliery Engineer" and "Coal Age" start living as one.

"The Colliery Engineer" was born thirty-six years ago. The great International Correspondence Schools with their million-and-a-half pupils are a direct outgrowth of its "questions and answers" columns. "Coal Age," first published in 1911, is a youngster beside the other paper—but a fastgrowing, lusty youngster.

One paper has the standing years bring; the other the vitality youth gives; the combined paper will have both qualities.

"The Colliery Engineer" is a national coal paper but particularly strong in its home, the Anthracite region; "Coal Age" is a national coal paper but particularly strong in the Bituminous fields and in the coke industry. The combined paper will be the only national coal paper.

The advertiser has every reason to rejoice at this union. He can do with one paper what formerly he could only do with two, and duplicate circulation is cut out.

We shall be glad to hear from you.

HILL PUBLISHING COMPANY

10th Ave. at 36th Street, New York City

Also publishers of the *Engineering and Mining Journal*, *Engineering News*, *American Machinist* and *Power*—all members of the A. B. C.

General Advertisers Can Well Afford to Follow Where Local Advertisers Lead Them

The volume of local advertising printed by a newspaper is one of its biggest assets.

Why?

Because it is an indication of how a newspaper stands in its home town.

If a newspaper stands well in its own community, it is the medium that general advertisers want to use.

General advertisers rightfully regard the approval of local merchants as a sure barometer of a newspaper's value as an advertising medium.

A greater number of local merchants use the **NEW YORK SUNDAY AMERICAN** with a greater volume of display advertising than they do any other New York Sunday newspaper.

It brings them a wonderful return in business—an immediate business, too.

NEW YORK AMERICAN readers act quickly. They have the money to take advantage of advertising opportunities. They appreciate the value of advertising.

*There is a ready-made market for advertisers in the homes of **NEW YORK AMERICAN** readers.*

NEW YORK AMERICAN readers are accustomed to read advertisements. They are constantly urged by the American itself to read the advertisements. They know the economies that responding to advertisements bring to them. They prefer to buy from advertisers.

And there are so many readers of the NEW YORK AMERICAN and they buy so much of everything that advertisers are always certain to obtain immediate returns.

Any advertiser who will take the trouble to trace results from his advertising in the New York territory, will accord the chief honor to the NEW YORK SUNDAY AMERICAN.

It is SUPREME IN VOLUME OF CIRCULATION.

It is SUPREME IN THE QUICK ACTION OF ITS READERS IN BUYING FROM ADVERTISERS.

It is SUPREME IN THE VOLUME OF BUSINESS ITS READERS GIVE TO ADVERTISERS.

It is SUPREME IN THE INTEREST ITS READERS TAKE IN ADVERTISEMENTS.

It is THE SUPREME ADVERTISING MEDIUM OF AMERICA FOR EVERY LINE OF BUSINESS.



DAILY and SUNDAY

Member Audit Bureau of Circulations

THE STRENGTH OF THE ALLIES

New recruits are constantly joining the army of 500,000 staunch Allies of The Sperry Magazine—not solely because it is in the front rank of Fiction-Style-and-Home publications—but also because for years they have been enthusiastic members of ***The Great Sperry System***, which includes 30,000 Progressive Merchants and Millions of Women of all walks of life throughout America.

The Women-Who-Read The Sperry Magazine are the Women-Who-Buy—intelligently and persistently—for the home.

"Sperry Magazine Days" are country-wide events—prominently advertised by leading dry goods and department stores every month in their local newspapers and their show windows.

The Strength of Our Allies—both Merchants who distribute and Women-Who-Read—is increasing so rapidly that our advertising rate—purposely ***One-Half*** the average rate of "Home Publications"—makes Sperry Magazine space an exceptionally attractive "buy."

We suggest investigation Today

THE SPERRY MAGAZINE
Half-a-Million a Month Guaranteed

Two West Forty-Fifth Street, New York

WILLIAM STARR BULLOCK, *Business Manager*

Prof. Muensterberg Attempts to Apply Psychology to Advertising;

And E. E. Calkins Answers Him, from the Viewpoint of a Practical Advertising Man

What Is Position Next to Reading Worth?

An Endeavor to Prove That Such Position Is of Less Value than That in an All-advertisement Section—Experiments That Seem to Throw Light Upon the Question

By Prof. Hugo Muensterberg
Of Harvard University, Cambridge, Mass.

THE time has long passed when it was more or less necessary to offer excuses for extensive advertising. For a long while we have been accustomed rather to ask for excuses when a commercial effort is not supported by a strong advertising campaign.

In those earlier days the belief prevailed that everything really good did not need propaganda and that advertising was used only to bolster up a poor article. Now we know that on the contrary only that which is good in itself really profits from wide publicity, while extensive advertising of poor material is in the long run a waste.

Advertising has become not only a legitimate but a most essential part of salesmanship wherever supply meets demand. But if everyone advertised with equal energy and equal skill, everyone would stand among his rivals just where he might stand if the art of advertising had not been discovered. In an era of competition everything depends upon the greatest possible efficiency in the advertising industry and in the distribution of the seven hundred millions which are yearly spent for the printed tools of the trade. The last stage of the development was therefore the effort to put the work of the advertising expert on a scientific basis. It is

the trend which every industry in the world has taken.

No one to-day would dare to manufacture goods without listening carefully to the advice of the scientists whose studies in physics or chemistry or biology or what not enable them to devise the most successful methods. The advertising industry was simply obliged to follow this example.

Every advertisement is a neat, subtle instrument; and just as an electric company would not risk building its motors and dynamos in mere reliance on its smartness and cleverness, the manufacturer of advertisements must also give up the hope that his mere common-sense and dash can win the day. He, too, needs the scientist to make his product and to make it, of course, means more than merely to write it. Where to place it, how to place it, when to place it, is no less important.

PSYCHOLOGY AS APPLIED TO ADVERTISING

The physicist and the chemist cannot help him. His instrument is a mental one, his technique belongs in the psycho-technical sphere. But it is nothing new to hear that the specialist of the mind, the psychologist, renders scientific service in the domain of practical life. The hospital, the school-room, the court-room, have witnessed it more and more since the beginning of the century. The effect which the teacher has to produce on the mind of the pupil or which the physician is to secure on the mind of the patient or which the attorney is to stir up in the mind of the criminal ought not to be left to the haphazard schemes of popular psychology.

In the world of commerce and industry the psychologists' aid is still entirely disorganized. Yet

nobody can fail to see that the beginnings are promising and that the help which the psychological laboratory may offer can be directly expressed in the terms of dollars and cents.

In my book "Psychology and Industrial Efficiency," I laid the chief emphasis on the psychological tests for the selection of employees. I showed how the experiments made, for instance, with telephone girls or with electric motormen, could save large expenditures by the electric railway and the telephone companies. This financial interest is still more evident in the field of advertising. Industrial advertisers who are anxious to calculate their manufacturing costs in the most exact fashion are in the habit of spending hundreds of thousands a year in their sales campaign for advertisements without consulting scientists as to the greatest possible efficiency of their outlay.

The managers of physical and chemical industries are most anxious to make use of every by-product, and succeed in doing so. In the psychological industry of advertising, such economy is still hardly known. Hit or miss performances are the rule and helter-skelter products are scattered over our papers and magazines, our street-cars and billboards. Of course, when it comes to subtler problems, the merchant himself cannot be expected to be aware of the psychological pitfalls which may trap him. He may even feel confident that he is using the latest psychological advice, and yet may overlook rules of mental life which are familiar to the student of the mind.

A few years ago I published some experimental studies on the mental influence of repetition and drew the necessary conclusions for the advertisers. I showed the great importance of frequent advertising, insisting that fourfold repetition was far more efficient than fourfold size. In immediate response to it a great advertiser began to have his rather small advertisement repeated on four consecutive pages in the same place on the page. When he sent me

this specimen of psychology I had to inform him that this, too, was poor, because it neglected an important fact which other experiments had brought to light.

We know from the laboratory that if the same sight impressions follow one another immediately on the same spot they suppress each other. If we flash on a screen in quick succession the figures 5-3-4-4-8, we invariably read it 5-3-4-8. The one 4 kills the other. The advertiser who repeated his little picture on the same spot in the page ought to have taken care that at least one, better two, pages were between. Otherwise he would pay for four spaces and would get the mental result only for two, that is, half his expense would be thrown away.

In this way many subtle laws of mental action are always interwoven and it is surely not sufficient to pick out one and to disregard the rest. The relation which must exist between space and content and position and frequency and text and arrangement and strength of appeal in every case demands accuracy of treatment.

PREPARING THE MIND FOR THE ADVERTISING

But if I look over the whole field, I have the general impression that most of the mistakes result from a wrong idea concerning man's mind.

The advertisement writer of today has, of course, learned to consider the different schemes for stirring up the attention. He knows the effects of borders or of unusual type or of queer forms, he knows the striking impression of a sharp contrast, the pleasing effect of a harmonious arrangement, the memory value of a good trade-mark, the power of a catch phrase, the meaning of color and many other elements which enter into the impression. All that is correct and important.

Yet it remains superficial and is in its effects, after all, unsatisfactory as long as the whole advertisement is considered only as such a heap of impressions. It is

"Hamlet" with Hamlet left out.

The same impressions have very different effects on different minds. What is most essential for the effect of the advertisement is the inner setting of the reader, his preparedness, his attitude, his willingness, his interest. His mind is not simply a photographic film for which it is sufficient to consider the focus of the lens, the opening of the shutter and the timing of the exposure to have a perfect snapshot. The mental film may be reached by the lines and forms of the advertisement, and yet may not be ready to receive them, and the whole effect may be a failure like a kodak picture which is undertimed or overtimed or which is blurred because it is out of focus.

The psychologists themselves suffered for a long while from such one-sided theories. They treated the whole mental life as if everything depended upon the impressions from without and their after effects. Through the

channels of the senses the outer world reached the mind and deposited there the sensations which were simply renewed in the memory pictures and the imaginative ideas and the thoughts. It was necessary in the history of psychology to pass through such a stage. Certainly we must know the sources of the ideas which fill our consciousness. But that can be only the beginning.

THE SELECTIVE MIND

The psychologists moved forward and recognized that the actual happenings in our inner life can never be understood if the mind is taken as such a passive receiver. The mind itself is active from the first breath of life, is welcoming and rejecting what it receives, is selecting, is strengthening and weakening the data which the senses and the memory may furnish.

If we sit in our room and read a fascinating novel, someone may knock at our door and we do not

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

hear it. The sound reaches our ear, but our mind is not ready to become conscious of the noise. In this way things are knocking all the time at the doors of our inner life, and yet they do not exist for us because we are not prepared for them.

On the other hand, if we are in an inner setting which favors a certain impression it will reach our mind even if it is faint and has to overcome resistance. A mother may sleep quietly through the loudest noises which may come from the street, but wakes at the faintest sign of restlessness from her child.

The psychologists of our day have fully recognized that this inner setting and this attitude of preparedness and readiness is a most decisive factor in the processes of the mental experience. The scientists have linked all this with the actions of the nerve paths in the brain. As long as the older theory prevailed the scheme of brain activity was very simple. Millions of nerve fibres carried the impulses from the eye, from the ear, from the skin, from the inner organs to the cells in the brain, and whenever these cells were excited, impressions were felt. As soon as the cells had received such a push from the sense organs, there remained in them a disposition to enter into the same excitement later on. All these cells are connected with one another and any one could carry its excitement through these connecting paths to another cell.

THE MODERN PSYCHOLOGICAL VIEW

But in our day this old scheme can no longer satisfy. The modern psychologist links the mind not only with these nerves which start from our sense organs, but also with those nerves which lead from the brain to our muscles and which carry the impulses to action. These brain cells in which our movements originate are just as millionfold as those in which our impressions and memories arise, and the two groups of those which are connected with the senses and those which are connected with the muscles belong

most intimately together. Every sense impression leads to an action, and where the action is checked the sense impression, too, is suppressed.

If anything influences those brain cells for action, it must work backward on the brain cells for impressions and memories. But whatever we do or intend to do does change the dispositions in those cells for action, and therefore produces a new setting for our whole mental life. As soon as our brain paths are prepared for a new kind of action we are no longer the same men. We see with new eyes, we hear with new ears, we remember and imagine and think with a new consciousness, and the result is that the same outer things produce an entirely new effect on us. In short, our disposition for action or, as the psychologist calls it, our motor attitude makes the impressions effective or ineffective.

Indeed, are we not accustomed to see how the same object appears as something different to men with different interests? The same tree by the roadside awakes one mental reaction in the landscape painter, another in the lumberman, still a different one in the botanist and again a different one in the wanderer who seeks rest in its shade. Each of these men has a different mental setting, because each is prepared for a different line of action. The setting may even change in us from instant to instant.

If I read a printed sentence, the little black oval form in the midst of the word is seen as the letter O. In the next moment I am glancing over a column of figures and now exactly the same oval form is seen as a zero. Now it would not for a moment come into my mind that these are three O's when I read a thousand. My attitudes for word reading and for figure reading are two different motor settings. I am not consciously aware that I have gone from the one to the other. It shows itself only in the different effect which those printed signs produce in my mind.

As soon as this influence of
(Continued on page 33)

Electrical Prosperity Week—Nov. 29-Dec. 4

During that week manufacturers, jobbers and dealers in the electrical line, central stations, electrical contractors and societies will join in a countrywide movement to arouse consumer interest in all things electrical in the towns and cities having electric power.

Collier's will help by publishing an Electrical Number, November 27—for 628,550 of its 860,000 subscribers live in 6,693 of the towns and cities indicated above—

This means 88% of the total circulation.

Advertising forms for the Electrical Number close November 6.

^{5¢ a copy}
Collier's
THE NATIONAL WEEKLY

A. G. F. Hammesfahr.

Sales Manager of Advertising

Read this

To Get and to Hold



SIMPLE PROOF of reader interest lies in the circulation system.

Those magazines whose circulations depend upon a natural demand for each individual issue based upon the value given in previous issues *must* consistently maintain editorial supremacy.

To fail in this means disaster.

No compromise between a weak table of contents and a "strong" circulation department could give such magazines an artificial circulation stimulation sufficient to hold up the actual volume of circulation long after reading interest has gone.

Seven out of ten of the million purchasers of the *Cosmopolitan* buy it on an issue to issue basis (on the news-stands).

Does the merchandising field offer any stronger example of the necessity of supplying an article that is better than standard?

Francis Huntington

then read this

SECOND QUARTER-1915 **Publisher's Statement** DUPLICATE **M**
 1. Cosmopolitan
 2. City New York
 3. State New York 4. Year Estab. 1886
 5. This statement for the 3 months, Apr., May, June, 1915.
 6. Published Monthly.

MAGAZINE FORM
 FOR WEEKLY, SEMI-WEEKLY,
 MONTHLY AND QUARTERLY

ABC

Publisher's Quarterly Statement
 Sent to Post Office by
 Audit Bureau of Circulations
 Vernon Bldg., Chicago

8. Average circulation for period covered by Section 5, above: 1,003,958 (Using average)

Mail Subscribers	298,879	Advertisers and Agents	4583
Net Sales Thru Newsdealers	288,727	Exchanges and Complimentary	0
		File Copies	28
		Employees & Carriers	1871
		Sample and Miscellaneous Copies	3
		TOTAL	6352

Net percentage cost **5**

9. Average circulation by group circulation last five years (3 issues if month high):
 May 1915 1,003,501 2d 1,002,509 3d 1,005,755 4th June, 1915 5th

State	1914	1913	1912	1911	1910	Net Subscribers	Newsletters
Maine	3042	2744	2785	2850	2915	44251	44251
New Hampshire	1935	4336	4336	4336	4336	21953	21953
Vermont	1935	4336	4336	4336	4336	26397	26397
Massachusetts	1935	4336	4336	4336	4336	16196	16196
Rhode Island	1935	4336	4336	4336	4336	12036	12036
Connecticut	1935	4336	4336	4336	4336	11177	11177
NEW YORK	31248	69371	69371	69371	69371	3385	3385
NEW JERSEY	31248	69371	69371	69371	69371	3207	3207
Pennsylvania	31248	69371	69371	69371	69371	3246	3246
Delaware	31248	69371	69371	69371	69371	2177	2177
Maryland	31248	69371	69371	69371	69371	4157	4157
District of Columbia	31248	69371	69371	69371	69371	4236	4236
VIRGINIA	31248	69371	69371	69371	69371	10294	10294
North Carolina	31248	69371	69371	69371	69371	9458	9458
South Carolina	31248	69371	69371	69371	69371	8800	8800
Georgia	31248	69371	69371	69371	69371	8800	8800

"To build a circulation of one million is hard, but to hold it is a distinct editorial achievement."

The circulation of Cosmopolitan has averaged a million copies a month for the last 33 months.

July 1915 net paid 1,024,854
 Aug " " " 1,032,326
 Sept " " " 1,083,475

Use Our Organization For Your Profit

The reason that so many of the big mail order houses, edition printers and the larger national advertisers buy their paper through us is simple. We save them money. We can save you money, too.

We have built up a nation-wide organization of men who know the paper business from the bottom up. These men must know how to save our customers money. To hold their positions they must be able to show you how to save money.

Back of this organization is our great buying power. We are exclusive agents for some of the biggest plants in the world. We dispose of the entire output of several big mills. Are you capitalizing this buying power?

It makes no difference to us where you may be located. Ours is a national service. To turn it to your profit, start by getting our suggestions, dummies and prices on your next booklet or catalog. You are in no way obligated.

BERMINGHAM & SEAMAN CO.

*Radium Folding Enamel—Crystal Enamel—
Samson Offset — Elite Enamel — Opacity—
"101" Bond and many other popular brands*

Tribune Building, Chicago

St. Louis

Minneapolis

New York City

Milwaukee

Detroit

inner setting is clearly grasped, it cannot be difficult to recognize how tremendous its importance must be in all problems of advertising.

A very familiar case of neglect is the nowadays widespread habit of mixing reading matter and advertisements on the same page. That tendency developed from the superficial belief of the advertisers that they profit when the story from the front part of the magazine is carried over to the rear part into the midst of the business announcements. They fancied that these advertisement pages might otherwise be neglected, but they overlooked the most essential feature of the situation, that the new scheme was entirely unfit to secure the right mental attitude for the reading of their advertisements.

If the old mechanical view of psychology were still in order, it would make no difference whether two columns of advertisements were sandwiched between two columns of a love story or whether all four columns were given over to trade. If the advertisements were well written they would make the same impression no matter what their surroundings might be.

WHY SOME THINGS FAIL TO IMPRESS THE MIND

But from the new point of view it looks quite different. The wish to read a story and to enjoy its content demands an inner setting which is entirely different from the attitude in which we follow the advertisements, whatever they may be. The one demands the attitude of sympathetic interest by which we lose ourselves in the fate of the hero and heroine; the other appeals to our personal practical needs and to our wish not to waste our money. The two ways of mental behavior are so different that the one almost excludes the other, and if we are disposed in the one way everything which would demand the other practical disposition must fail to impress us.

Of course, when we read the end of the story in one half of

the page, our bodily eye sees the advertisements on the other half of the page, but our mental eye does not take part. The sense cells in the brain do not respond because the motor attitude is against it. On the other hand, if we open such an advertisement page with the real intention to study the announcements, we shall hardly feel their fullest effect because those appeals to our reading interest which the text of the neighboring columns sends to our brain will always interfere and disturb our shopping attitude. Only where the pages contain nothing but trade announcements can the highest efficiency of the single announcement be hoped for.

The craze for the mixing of text and advertising is one of the most curious psychological blunders, and the experiment can easily prove that the advertiser stands in his own way if he is lured by this fallacious fashion. The old scheme of separating sharply the text pages from the commercial pages was not only more esthetic and more tasteful, but it was in every way more profitable for the purse of the advertiser. The fear that the casual magazine reader would not find his way to the front and the rear pages was in any case unjustified.

In the good old times when the advertisement pages contained really nothing but business, men and women alike found a pleasant entertainment in passing from page to page, just as in the city they might stroll from one shop-window to another. Only since the broken pieces of stories and articles have been strewn over the pages, the tasteful readers have become more and more tired of this habit and have avoided this restless sport.

BEARING OF PSYCHOLOGY ON SIZE OF SPACE

A similar illusion refers to the size of the advertising space. The psychological experiments have certainly demonstrated that the commercial value is not only dependent upon the size of the advertisement, but that it grows

more rapidly than its size; that is, a four times larger advertisement has not a four times, but perhaps a six or seven times larger value. Thus the advertiser who spends his money for the fourth part of a page receives not the fourth but only the sixth part of the commercial value which the full-page advertiser enjoys. Hence it must be an economic rule to have as large an advertisement as possible if every dollar is to bring the greatest possible profit. The effect on attention and memory and indirectly on the impulse to buy dwindles quickly with the reduction of size.

SPACE VALUES ARE ALL RELATIVE

But while this principle is perfectly right, it no longer works as soon as one fundamental condition is neglected. It holds true only with reference to the size of page to which the reader at the given time has adjusted his attitude. A full page in a small magazine is more effective than a half page in a three times larger magazine, in spite of the fact that this half page would cover a larger area than the full page of small size.

The space values of large or small are relative. If we see the life-size posters on the billboards of the street our motor attitude is set for the eight-foot size and a picture even from the largest magazine would be ineffective among them because it would fall behind our expectation. On the other hand, if we are adjusted to pictures of postal-card size, the sudden intrusion of a double postal card would have a strong influence on our attention, on our memory and on our interest.

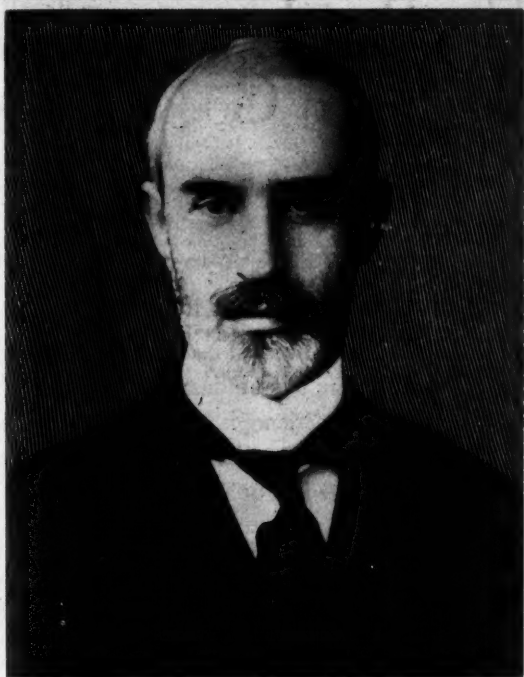
We have no right whatever to claim that two square feet of advertising are more profitable than one square foot or half a square foot, as the commercial value of these areas would depend entirely upon the size of the page for which the advertisements are planned. We always have only one paper or one magazine in hand at a time. The mere fact that we hold it before us demands a readjustment of all our impulses

including the impulses of the eye-balls to look over the pages. This general setting determines the mental chances of the particular advertisement. A one-inch square advertisement on an octavo page has, therefore, far more value than the same one-inch area on a folio page. The psychological importance of the mental setting comes into evidence perhaps nowhere more fully and nowhere can the advertiser deceive himself more easily than in his belief that he profits so much more from a full-page advertisement when the page is larger.

The skilful draftsman can easily make use of this relative character of space values. He may force on us, by border lines or by perspective drawing, an inner attitude adjusted to a small space, and produce through it striking and gigantic effects, if his drawing goes beyond the limits which he has set for our imagination. If we see an octavo page, we are naturally disposed to take its margin as the limit of our space. But as soon as we draw in the midst of it a postal card or still smaller a visiting card, we become adjusted to a new space setting, the limits of which the design of the advertisement can overrun. The mental effect must be stronger than that of a picture which may be larger in itself but smaller in relation to its frame. This is not in contradiction to the other fact that by contrast an especially small picture in a large empty space may have its striking psychological value, too. The simple buying of advertisement space by rule of inches without reference to the question of the page to which the reader is adjusted, is certainly antiquated.

EFFECT OF CHARACTER OF READING TEXT ON ADVERTISEMENTS

It is probable, however little careful examinations have traversed the ground so far, that this inner attitude also involves subtle connections between the advertisements and the content of a magazine. The mere external connection of practical interest is a matter of course and no advertiser forgets it. He will not advertise



BUILDERS *of* AMERICAN BUSINESS

JOHN H. FAHEY, PRESIDENT OF THE
CHAMBER OF COMMERCE OF THE UNITED STATES

"There never was a time when intelligent educational work concerning modern business and its development was more important to this country than now. I think *SYSTEM*, the Magazine of Business, is without a superior in the constructive character of what it is doing. I have read it for years and have kept copies of it on file for several years at a time because of its value for reference purposes."

John H. Fahey.

NUMBER XXXIII in the series of portraits of readers of *SYSTEM*

The Best Is None Too Good

That is especially true of printing papers. Insure perfect stock by requesting your printer to use Warren's Standard Printing Papers.



We made the first coated paper in America, and there is no industry in which long and broad experience is more essential to success. Our papers are rigidly standardized and are guaranteed to be right.

Write today on your business stationery for our new, beautiful portfolio of specimens printed on CAMEO, LUSTRO, CUMBERLAND, SILKOTE, and other stocks. It will help you to insure good printing.

Warren's Coated Printing Papers

*Cameo-Dull Coated—Lustro-Fine Glossy
Cumberland-Glossy—Silkote-Semi-Dull
Printone-Imitation Coated*

S. D. Warren & Co. 163 Devonshire Street
Boston, Mass.

*Manufacturers of STANDARDS in Coated and Uncoated
Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

"Constant excellence of product—the highest type of competition"

dental apparatus in a paper for ministers and religious books in a professional magazine for dentists. But it is a deeper lying problem how far the reading, for instance, of clever short stories prepares the mind differently for the sinking in of advertisements from the reading of ponderous social and economic essays. We must expect that the inner mood which the text has developed in the reader will keep hold of him when the essay or story part is finished and will decide for his willingness to submit to the charms of the advertiser.

Of course, the economic world has to a certain degree adjusted itself to these conditions inasmuch as the difficult text necessarily appeals to a small audience and the advertiser naturally pays less for space in a periodical with a small circulation. Yet, even if the circulation is alike, the character of reading matter must have a strong influence on the mental willingness to absorb the news of the trader. The flippant author may be a better guide to the printed shop window than the scholarly writer.

The doctrine of the inner attitude must have some telling consequences for the esthetic side of the advertising. The temptation to switch into the wrong track is here especially strong. Surely an advertisement ought not to be ugly. In exceptional cases a grotesque ugliness may succeed in drawing the attention, and no advertisement can be effective which has not a certain power over the attention of the mental passerby. Yet to attract by unattractiveness is always risky, as the emotional displeasure at the ugliness of the advertisement spreads over the attitude toward the advertised article. Accordingly we may expect that a pretty advertisement will not only attract the attention by its pleasant impression, but that the prettiness will awake a certain sympathy toward the offer of the advertisement. Yet this lies within narrow limits.

First of all, even the casual passenger on the electric railway must notice how much expense is

wasted by the advertiser who pays for all that chromolithographic beauty, for all those charming girlish heads which are irrelevant for the purpose of the advertisement. They draw the attention and perhaps even awake a little pleasure, but too often they fail also to push the trade-mark or the address into the mental focus of the observer. They frequently withdraw his interest from the rest of the advertisement, and while the mind is enriched by the sight of the thousandth laughing face, it has not absorbed any of the poster's true content.

But the more important objection again arises from the principle of inner attitude. The aim of the advertiser is to awake the will to buy the article. But the aim of the artist is and must always be to awake the attitude of pure contemplation. If we are really enjoying beauty we are cut off from the world of action, we are perfectly satisfied with the beautiful sight. The two inner settings, the practical one which the skilled advertiser wants to force on us, and the esthetic one which the painter awakes must oppose each other. The one stirs up our wishes and the other brings all wishes to silence.

If the row of good teeth is really to recommend the tooth-powder, the picture of the woman whose smile shows them must not fascinate us like a perfect painted portrait. The esthetic element in advertising must remain entirely subordinated to the practical aim or it will interfere with its efficiency.

OVERDOING BEAUTIFUL ARRANGEMENT

The psychologist must sound a note of warning even against a tendency which especially in the large-size magazines has developed under the pressure of the idea that beautiful advertising is always the best. If a large page is to be filled with a number of broad and narrow, long and short advertisements, the natural temptation is to produce an esthetic effect by a kind of artistic arrangement, so that the various pieces balance one

another, the pictures standing at corresponding points and similar forms on the right and left of the columns. The whole produces the esthetic impression of a harmonious arrangement, and the total effect is pleasing.

Yet this pleasing character of the page as a whole is not an aid, but on the contrary an interference with the power of the individual advertisement. Without being conscious of it, we look at the whole page as if that group of advertisements had a unified value in itself and that withdraws mental energy from the interest in the individual parts which really have nothing to do with their neighbors.

It is the same psychological mistake which window-dressers, especially in small towns, are inclined to make when they group articles in geometric forms. A hundred pocketknives in a hardware store arranged in the form of a large star may produce a pretty effect and even draw attention; and yet the knife as such is overlooked. It is, of course, entirely different when the whole as such demands attention. In a full-page advertisement it is most important that all its parts stand in an esthetic relation to one another as the beautiful arrangement of the single features heightens the value of the total effect, and through it the efficiency of the total advertisement. But when the page is made up of many disconnected announcements, the whole has no meaning as such and its esthetic value becomes its weakness.

ALL THINGS IN RELATION TO MENTAL ATTITUDE

Even that factor in advertising as to which space buyers, space sellers and experimental psychologists would most easily agree, namely, the value of repetition, must distinctly be understood in its relation to the inner setting and inner mental attitude. The mere psychology of impressions would suggest that the effect of repetition is simply a cumulation. The more often we see the same poster, the more often does the name hammer on the doors of our

mind until they finally yield. But the true situation is more subtle. It is not a mere summation.

The first impression has not only given us a slight memory picture, but it has started a faint impulse to act in accordance with the suggestion of the advertiser. This impulse has left a new disposition in those brain cells which control our actions. When at another street corner the same poster glares at us we do not simply pass through a repetition of the same process, but an entirely new reaction sets in. That resetting of the cells for action which the first sight gave us secures for the second sight a certain welcome from the start. The channels for action are now already open, the impression which the eyes receive is at once intensified and becomes clearer and more vivid because of our preparedness for the suggested action. If to-morrow the poster greets us for the third time, the re-enforced adjustment will be so strongly developed that the repeated appeal will come to our mind with a thrill and will overcome all resistance.

Practically every one of the recognized principles of advertising gains new meaning as soon as it is interpreted with reference to the inner setting of the mind and the motor attitude. The different values of the human motives to which the advertiser appeals, the influence of sex and age and race, of nationality, and religion and profession, of wealth and education and experience, all ultimately result from different preparation for behaviour. The readiness to act in a particular way makes an advertisement strikingly powerful, while the same page may be wasted where the inner setting for future action is the opposite. To determine beforehand the efficiency of an advertisement means therefore much more than merely to figure out size and prettiness and repetition. Really to help commerce and industry by trumpeting through the world of paper demands most exact regard for all the subtle factors that influence not only the perception and memory but above all the reactions

and motor settings of men. To consider the sense impressions alone must often be worse than to go to work without any regard for mental functions and to leave it all to the indifferent methods

of common-sense. It is here as in so many fields of applied science: a thorough knowledge of psychology may save us, but a superficial contact may spoil our chance for success.

Is "Next Reading" a Fallacy?

An Answer to Prof. Muensterberg's Foregoing Article

By Earnest Elmo Calkins

EVER since the days of primitive advertising the position "next reading" has been considered exceptionally good. The advertiser or his agent has marked many orders "N. R.," and when the request has not been granted at run-of-paper rates, he has paid an extra ten per cent to secure it.

Double the run-of-paper rate is charged by New York newspapers for the so-called "island position" — that is, a position where the advertisement is completely surrounded by reading matter. In the same way and for the same purpose the advertising pages facing and immediately following the last page of text in the so-called standard-sized magazines have always commanded twice the price paid for an ordinary page. With the advent of magazines made up in the four-column folio size, generally known as flat publications, a style of make-up somewhere between the standard magazine and the newspaper, position alongside or facing reading matter was offered the advertiser. He availed himself with great promptitude of this opportunity to secure better positions for his advertising. The flat publications have carried continuously from the beginning so large a volume of advertising that several publishers of standard-sized magazines have enlarged their pages to a size that offers three columns to the page in order to sandwich a column of "pure reading" between two columns of advertising.

Some publishers have done this and some are even now contemplating the step. Others who could not see their way clear to changing the size of their pages have

alternated reading and advertising pages. In doing this they have not regarded the "influence of the inner setting." They were ignorant of the "attitude of preparedness." They have taken into consideration only the mental attitude of the advertiser.

Now this mental attitude of the advertiser and the complaisance of the publisher are challenged for the first time. Is it possible that the entire advertising world is wrong? Have millions of dollars been misspent in the attempt to get greater attention from the public? Can it be true that advertising segregated in the back of the magazine gets more consideration than that same advertising printed in among the reading matter? Have publishers made expensive mistakes in adopting a new size, scrapping old printing machinery, binders, mailing apparatus and other mechanical equipment to supply the advertiser with a more flexible medium, only to find they were right in the first place?

Are all these advertisers like people who for years have paid two dollars for orchestra seats in the front row only to find out that the back row of the gallery is the best place to sit?

THE DEMAND FOR POSITION HAS BEEN URGENT

From most to last advertisers have paid a great deal of money for position. Position almost invariably means next to reading matter. The shrewdest advertisers, those who have spent the largest appropriations and for the longest periods, are the most consistent buyers of these double-

price positions. The popularity of the flat publication shape is very largely due to the fact that it offers the advertiser so many preferred positions. The demand for the few such positions that the old standard form offered, even at appreciated prices, was so great that publishers could not stand the pressure. As the quantity of advertising in the back of the standard magazines increased, the advertiser became more and more discontented. He insisted that his announcements were buried. Is it true that they were instead in the most desirable location? Was the position on the first advertising page less desirable because it faced reading matter?

Some of the flat publications have carried more advertising than the standards in their palmiest days, but the advertiser does not now claim that he is buried. It was not the amount of advertising carried that worried him. It was the lack of prominence given to his individual advertisement.

It is true that publishers in "making up" their flat publications have not been guided entirely by considerations of advertising display. The varying length of articles and stories necessitated their being carried over into the back part of the magazine. It was good editing to present the features of each number to the reader in the front part of the book. The desire for a strong caption across the entire page, the exigencies of illustration, the necessity of dressing the pages to the best advantage all formed a sort of Procrustean bedstead into which the literary matter must be made to fit. To do this each story or article was lopped off when it had filled its allotted space. The remainder was carried over into the pages where the make-up was more elastic. There broken columns could be filled out with short matter that would not look well in the opening pages. It was argued that once the reader had become interested he would not mind chasing the thread of his story over to page 58, even though he had to hurdle a few page advertisements before he reached the conclusion.

The publisher was not indifferent to the advantage of offering this deferred reading matter as a background for the display of advertising. The varying sizes of the different advertisements and the varying sizes of these remnants of his leading features made possible many combinations. This arrangement gave each advertiser the greatest possible display, and interfered least with the appearance of his publication. The reader might object to the breaking off of his story, and he does object, but on the other hand he is attracted by the array of titles and pictures that greet him in the pages preceding the double spread in the center. The object of the make-up man is first to win the interest of the reader to the contents of the magazine, and second to the advertising. A magazine is a medium for advertising. It must first establish itself as a medium. It must sell itself before it can sell the advertiser's goods.

POSITION HAS PAID

The advertiser has been quick to take full advantage of the opportunity this new make-up offers. Without any prompting from psychology, he has always tried to secure the best position possible. The best position has always meant next to reading matter. When his space has been limited to a quarter-page he has studied to arrange that quarter-page in the single-column form because in that form it is usually flanked by more reading matter than in the double-column form. There is probably not a single advertising man who has ever had any misgiving as to the wisdom of such a procedure.

Now comes a professor of psychology who says flatly that the entire advertising world is mistaken, that we have been acting on a wrong diagnosis. To give his own words:

"The craze for the mixing of text and advertising is one of the most curious psychological blunders, and the experimenter can easily prove that the advertiser stands in his own way if he is lured by this fallacious fashion. The old scheme

(Continued on page 45)

Would you put Godey's Lady's Book on your list?

Of course not. But there are newspaper conditions as far removed from the present as Godey's Lady's Book would be from an up-to-date magazine list.

There are many advertisers and advertising agents who have not yet thoroughly acquainted themselves with conditions in Philadelphia, as to its market opportunities and its newspaper changes.

No advertiser or agent can reasonably overlook the PUBLIC LEDGER-EVENING LEDGER combination at 25c an agate line.

The PUBLIC LEDGER of today is absolutely different from any PUBLIC LEDGER in the past, except in the substantial regard in which it is held by Philadelphians. It belongs to a metropolitan Philadelphia — to the Philadelphia of Cramps' Shipyard; of Baldwin's Locomotive Works; of John B. Stetson Co.;

To the Philadelphia that has become The Workshop of the World;

To the Philadelphia of a five-million city-and-nearby trading element.

What the PUBLIC LEDGER and EVENING LEDGER are, should be known to every advertiser and agent. We have some very valuable information to submit.

Public Ledger — Evening Ledger

INDEPENDENCE SQUARE
PHILADELPHIA

Chilton Automobile Trade Service

offers advertisers the opportunity to thoroughly and completely cover the entire automobile industry at the lowest possible cost. It is the most efficient, most economical, most profitable way of creating sales and obtaining prestige with quantity buyers of cars, parts and accessories.

What It Is

This Service comprises three mediums—namely, **AUTOMOBILE TRADE JOURNAL**, **COMMERCIAL CAR JOURNAL**, and the **CHILTON AUTOMOBILE DIRECTORY**, each of which serves a distinct clientèle—each being the leader in its field. It also includes the *free use* of the **CHILTON TRADE LIST** for circularizing the retail trade.

Automobile Trade Journal

The **AUTOMOBILE TRADE JOURNAL** is published monthly, has a circulation of over 25,000 copies an issue. Almost every copy goes to a quantity buyer, including manufacturers, jobbers and over half the dealers and garagemen of the country—this half comprising the most important and heavy buyers.

Commercial Car Journal

This publication, issued monthly, serves a vast and rapidly growing truck field. It has by far the best quality circulation and the largest circulation of any medium in the field. There is no waste circulation, its readers being manufacturers, dealers and fleet owners. These classes are quantity buyers and responsive to advertising.

Chilton Automobile Directory

This directory, issued quarterly, is the guide and desk companion of the big quantity buyers of the industry. It is used daily by manufacturers, engineers, purchasing agents, supply men and large city dealers.

Chilton Trade List

This list is invaluable to all who circularize the trade. It contains the names, etc., of over 53,000 dealers, garagemen and others engaged in the automobile business. It is the most accurate and comprehensive list of its kind published. Revision and verification are constantly taking place and entirely new lists are issued every four months. It contains many more new live names and less "dead wood" than any automobile list published. It is loaned free of charge to "Directory" advertisers having annual contracts.

Five Main Facts for Space Buyers

It is now generally conceded that the most effective and economical advertising is that which secures the co-operation of the dealer.

This is particularly true of the automobile business. In probably no other line do the ultimate consumers depend so much upon the recommendations of the dealers. The latter can, and frequently do, determine the success of the manufacturers.

Consequently, then, the proper thing to do is to secure the good will of the trade in the most economical way. This is the niche that is filled by the **CHILTON AUTOMOBILE TRADE SERVICE**. One page per issue in each publication for a year—or 28 in all—thoroughly cover the entire field and produce remarkable results at the very lowest possible cost. Just consider what it means to blanket the industry for a year and yet pay but for 28 insertions. A weekly journal with but a local circulation, or covering only a part of the field, represents an advertising cost almost twice that of this complete **CHILTON TRADE SERVICE**.

It is an easily proved fact that you cannot find any other combination of automobile papers that will reach nearly so many dealers or give such buying power, or cover the field at so low a cost.

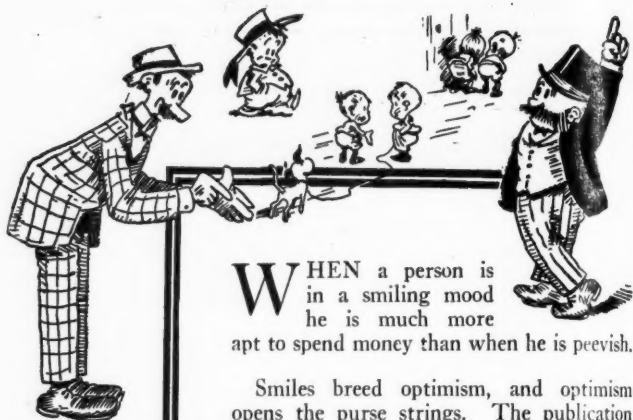
Every space buyer for automobile accounts should send for a copy of our booklet "Piling Up the Proof" and our Chart of Comparative Advertising Costs. Free on request.

Chilton Company, Publishers
Market and 49th Streets, Philadelphia, Pa.

Chilton Journals are members of the Audit Bureau of Circulations.



Blanket the Industry



WHEN a person is in a smiling mood he is much more apt to spend money than when he is peevish.

Smiles breed optimism, and optimism opens the purse strings. The publication then that keeps its readers in good humor ought to be the more productive advertising medium.

The Chicago Daily News believes in keeping its readers in good humor, and for that reason it has one of the most, if not the most, remarkable array of comic artists of any newspaper in the United States. Among them are:

"Bud" Fisher, creator of "Mutt and Jeff" and of more laughter than any other American artist. (Mr. Fisher is the highest paid comic artist in the world.)

R. L. Goldberg, creator of "Phoney Films," "Father Was Right," etc.

C. A. Voigt, creator of "Petey Dink."

Fontaine Fox, creator of "Thomas Edison, Jr.," "Grandma the Demon Chap-one," etc.

C. C. Hungerford, creator of "Snoodles."

Perhaps these comedians of the brush and pencil have something to do with the fact that The Daily News has a larger circulation in Chicago than any other newspaper, daily or Sunday, and prints more advertising of Chicago merchants six days a week than any other newspaper prints in seven days.

THE CHICAGO DAILY NEWS
OVER 400,000 DAILY

TUESDAY:- SPENT FOUR HOURS AND FORTY-SIX MINUTES WATCHING THEM MAKE LOCOMOTIVE WHEELS FROM ORANGE PEELS



- JUMP!-WHAT HER SCARED OF?
- I'M RIGHT HERE AINT I ?



of separating sharply the text pages from the commercial pages was not only more esthetic and more tasteful, but it was in every way more profitable for the purse of the advertiser."

To a man who has been jailed on some technicality comes his lawyer for whom he has sent in feverish haste. The incarcerated one tells his story:

"But, man!" remonstrates the lawyer, "they can't put you in jail for that!"

"Nevertheless, they have put me in jail for that," is the reply.

To advertisers who have spent millions for preferred positions next to reading matter, Professor Muensterberg says:

"It cannot possibly pay you."

Nevertheless, it has paid them, as I shall shortly endeavor to show. But before going on to that let us pay our respects to the author of this interesting and in many respects admirable paper, "Psychological Efficiency in Advertising."

Professor Muensterberg is eminent in the curious science in which he specializes. As a psychologist he has rendered much valuable assistance to business and to advertising. In this paper before us there is much that every advertising man will endorse. It is at least plausible that the effectiveness of an advertisement increases in geometrical ratio to its size. The sympathetic relation between the contents of the magazine and the character of the advertising is well worth considering and is considered in many cases with excellent results, as shown in *Vogue* and *Vanity Fair*. It is equally true that the use of design should not detract from the article advertised.

But when Professor Muensterberg maintains, as he does maintain, that advertising segregated in the back of the magazine pays better than the same advertising scattered among reading matter, not only I, but the entire advertising world will disagree.

The trouble with laboratory methods of determining the effect of advertising lies in the fact that it is difficult and sometimes im-

possible to duplicate the conditions under which a reader looks at a magazine. The experiment in the laboratory is directed toward investigating a certain reaction. It is assumed that the reaction decided upon duplicates the attitude of a reader toward the magazine. The test is applied to only a small number of persons because only a small number of persons is available. The total is but a minute fraction of the circulation of even the most narrowly circulated publication. No matter how the subjects may be selected, they cannot be representative in character, mental attitude or intelligence of the whole five million people who are reached by magazine circulations. They do not, therefore—to use the language of geometry—supply enough points for determining the curve.

WHERE THE LABORATORY METHOD IS LACKING

When psychology is applied to weeding out the unfits from a group of prospective telephone operators, its benefits are obvious. Not only can the tests for memory, attention, intelligence, exactitude and rapidity be isolated, but the tests are performed on the actual candidates. One or two girls are not chosen to represent the rest. Yet if one or two girls were tested to determine the fitness of five hundred candidates for positions as telephone operators, the proportion would be larger than if one hundred or even one thousand people had been used to represent the magazine reading world. But even one hundred persons is more than are usually available for such experiments. Professor Muensterberg does not in this particular instance describe the methods by which he has arrived at his startling conclusion, as he does so entertainingly in many of his other experiments. He places the entire burden upon certain mental processes which he describes. He may be right in what he describes, but in his application he assumes too many things. Laboratory experiments in psychology overlook one great principle. That principle is that the human mind can ac-

compish certain things through experience, training, repetition, intuition and common sense, without understanding the laws by which those results are obtained. The advertiser has learned things about his work that he cannot explain psychologically, but that cannot be disproved psychologically. What does Foster of the Red Sox know of physics when he puts "something" on the ball? How much does Billy Sunday know of elocution or the psychology of crowds when he works twenty-five thousand people into a frenzy? The miller's thumb is an instance of this specialized faculty. A miller recognizes his own flour by feeling of it. He can name any brand he is familiar with by rubbing it between thumb and finger.

A party of bankers were being shown through the United States Mint at Philadelphia. They came to a cage in which a woman was rapidly running over thick bundles of paper money banded together. Suddenly she whipped out one bill and threw it into a basket. The guide handed the bill to the bankers and asked them what was wrong with it.

They all pronounced it good money.

Nevertheless it was a counterfeit.

Think of the specialized training which enabled that girl to tell by the sight and touch of one little corner that a bill was bad, when men, some of them receiving-tellers, used to handling money, could not do the same after a careful examination.

Advertising men have arrived at what knowledge they possess through a similar training. They have years of experience as against the psychologist's moments of experiment. Psychology may confirm the results or it may contradict them, but it will not stop a practice based upon the actual results produced continuously over so many years.

NEXT READING HELPS THE ADVERTISEMENT'S DISPLAY

Professor Muensterberg approaches his problem from only one angle. He assumes that the

story which finally finds a resting place on the antepenultimate page is a decoy, a lure to lead the unwary reader over to the back of the book and turn him loose among the advertisements. He overlooks the chief reason for the juxtaposition of advertisements and reading matter. That reason is display. Nothing sets off an advertisement so well as the uniform gray of text. Advertisements running side by side do not give each other this display.

"In the good old times," says Professor Muensterberg, "when the advertisement pages contained nothing but business, men and women alike found a pleasant entertainment in passing from page to page just as in the city they might stroll from one shop-window to another."

Men and women still have that habit. They stroll through the pages of a flat publication just as they do through those of the standard. The unusual display of advertisements contrasted with reading matter heightens the effect several fold and arrests the attention more surely.

There are twenty-two thousand newspapers in this country, and every one of them has its advertising matter and reading matter on the same page.

There is no misunderstanding about advertising. The reader is not caught with birdlime. He looks for advertisements and at advertisements. If display can be made stronger, he sees the advertisements quicker, just as, to borrow the Professor's simile, he notices the Dobbs Hat Shop more quickly because its leaded panes make it different from the shop on each side. He would notice it more quickly if it stood in the middle of a green lawn.

The evidence is the testimony of facts rather than that of expert witnesses. The instances in which position alongside reading matter pulled better than position among unadulterated advertising pages are numerous. Every publisher, every advertising agent, has quantities of such tabulations. Their statement in detail would be tedious. Their volume would fill an



285,208 Net in the Old Size
440,986 Net Now

THE reading public's response to the sane, helpful editorial policy of The American Magazine and to the striking beauty in illustration and type of the present larger page, is best expressed to you as they have expressed it to us—in terms of circulation increase.

The average net circulation for the last six months of the old, standard size was 285,208.

For the first six months of this year—A. B. C. Reports—it is 440,986 net.

The gain is 155,778 copies monthly—more than 54½%.

Important too, it is a growing increase. The present issue sets a new high record for Octobers.

The **American** Magazine

LEE W. MAXWELL, Advertising Manager
 381 Fourth Avenue, New York

JAMES D. FULTON, Western Advertising Manager
 Tribune Building, Chicago

issue of PRINTERS' INK. Here is one, however, which is peculiarly conclusive. A maker of boilers advertised a Primer of Heating to be sent free. A three-quarter-page space was used in *McClure's Magazine*. The advertisement was keyed. During the run of this offer, *McClure's* was re-arranged, so that a page of reading alternated with a page of advertisements. The stories from the front of the book were broken and carried over into the advertising pages. The heater ad faced such a page. The requests for the Primer immediately increased 1,000 per cent. Results from advertisements, whether in reply to offers of booklets, or offers of samples, or merchandise requiring money to be sent, are much greater from the flat publications than the standards. Actual tables would show this, only comparisons are difficult as the publications vary so greatly in selling power and circulation. The instance given above is better, because the transformation took place in the same publication and with the same offer.

Among the investigations made at the instance of the Association of National Advertisers is one bearing on this very subject. The report is too long to be reproduced here, but the results are summed up in the chart and explanation for which I am indebted to the Association. This investigation is the joint work of Professor Walter Dill Scott, Professor Edward K. Strong, Jr., and Dr. H. L. Hollingworth. The experiment is open to the same criticism as Professor Muensterberg's own experiments. It was performed on a comparatively small number of subjects. But as a psychological investigation it should certainly have weight as against another psychological investigation, especially as it is the work of three independent investigators, and more especially as it confirms the experience and practice of the entire advertising world.

The test is particularly applicable to the case in hand. The peak of the line of attention is at the page that faces reading matter. This page gets more attention than

the pages facing respectively front cover, back cover and table of contents. It is only fair to state that a similar test applied to the *National Geographic Magazine* did not work out so decidedly. The attention value of all pages was very nearly equal. The psychologist explains this by the fact that the latter magazine at the time of the test carried but few pages of advertising.

FOUR POINTS FOR THE NEGATIVE

It would seem that Professor Muensterberg's theory is open to question, if not contradiction.

1—Both the publishers who sell the space and the advertisers who pay for it have recognized the enhanced value of position next to reading matter.

2—Flat publications offering position next to or facing reading matter for every advertiser, charging the same price to all, have had their advertising greatly augmented on this account alone.

3—The replies from all keyed advertisements, making due allowance for difference in circulation and pulling power, are all in favor of the next reading position.

4—The investigations of three psychologists have yielded results directly opposed to Professor Muensterberg's theory.

The Advertising of the Anglo-French War Loan

An active campaign is now in progress to advertise to the public the attractions of the Anglo-French war loan.

An interesting feature of the campaign is that four agencies are participating in the placing of the business: namely, J. Walter Thompson Company, Collin Armstrong, Inc., Doremus & Co., and Albert Frank & Co. J. Walter Thompson is placing the advertising in the magazines and weeklies, and the newspaper advertising is being cleared through the other agencies mentioned. Newspapers in every city of the United States having a population of 20,000 upwards are on the schedule.

Some of the copy was rushed by telegraph. The space used is the same in all the mediums, 600 lines in the newspapers and the equivalent in the magazines.

Included in the list of publications were a number of financial and trade papers, foreign-language papers and religious weeklies.

Elmer P. Cook, formerly of N. W. Ayer & Son, is now connected with the F. Wallis Armstrong Company of Philadelphia, as art director.

Programme to Advertise Advertising

W. C. D'Arcy Explains Comprehensive Plan at Meeting of National Commission A. A. C. of W.—President Wilson's Copy to Start the Series—Two Booklets to Be Distributed

AT the meeting of the National Commission of the Associated Advertising Clubs of the World at the clubhouse of the Advertising Men's League of New York, October 16, Chairman W. H. Ingersoll, presiding, and 27 of the 39 members being present, all departmentals pledged their cordial support to the ambitious programme for "advertising advertising," of which W. C. D'Arcy, chairman of the special committee, gave a provisional outline. The main purpose of the proposed campaign is to dissipate the popular and trade prejudice against advertising by showing that it is not an addition and superfluous burden on the cost of commodities and does not, therefore, increase the cost of living.

Mr. D'Arcy said that it was planned to run advertisements in all kinds of mediums containing the contributed views of President Wilson, Bishop Candler, of Atlanta; H. D. Estabrook, Joseph E. Davies, chairman of the Federal Trade Commission; W. R. Hotchkin, John Wanamaker, Marshall Field & Co., William Filene, Arthur Brisbane, and others. Newspapers will run them in pages and half pages, magazines in pages, and they will be accommodated to billboards, streetcars and perhaps even specialties. At any rate, all interests wish to participate in the campaign. Twenty-five pieces of copy have been prepared and the campaign will start about January 1.

Two booklets will be distributed through the advertising or in connection with it. One will be for the education of the public and will contain reproductions of some of the advertisements and text explaining what advertising is and how it is a service

and economy and not a waste.

The other booklet will be for the instruction of advertising men themselves, particularly those who have not thus far identified themselves with the advertising club movement and do not realize the great benefits achieved by it and in prospect. It will be handsomely bound and be a book every advertising man will want to own and exhibit.

Many newspaper publishers have already promised contributions of space. It was suggested that agents could get some advertisers to donate space, and that advertisers could also use enclosures and their house-organs, and also sales forces to prepare minds of their customers. Retailers could put proofs of the ads in packages. An "advertising advertising" week in the clubs was suggested.

E. T. Meredith suggested that it would be a good idea to gather all the facts that prove that advertising does not increase the cost of goods and submit them to the Department of Commerce, which might issue them as a Government bulletin. This could then be distributed or reprinted by the clubs. The committee will consider this.

Two organizations were admitted to the Commission as departmentals, the Federation of Trade Press Associations, taking the place of its constituent body, the Business Press Association, and the Financial Advertisers Association, made up of banks, trust companies and financial advertisers.

Meetings of the National Vigilance Committee and New Trade Practices Committee were held in connection with the Commission's meeting. The latter company considered two minor complaints. It was recommended that each departmental have a committee on trade practices whose chairman should be represented on the national trade practices committee.

Dr. H. E. Stockbridge, editor of the *Southern Ruralist*, Atlanta, Ga., was elected president of the Farmers' National Congress at the annual meeting which was held recently in Omaha, Neb.



These are facts - actual figures -
 Once again, Uncle Sam and the Audit B

Once again Uncle Sam and the Audit Bureau of Circulations have found out the TRUTH about the newspaper circulation situation in ATLANTA.

Once again THE DAILY GEORGIAN and HEARST'S SUNDAY AMERICAN have demonstrated their CIRCULATION SUPREMACY in the South's metropolis.

Some people and some advertisers may be fooled regarding circulation figures. Many have been fooled in the past. But an act of Congress and the organization of the Audit Bureau of Circulations have changed all that. Along with Uncle Sam we can say of our circulation figures for the past six months—

Daily Georgian . . . 52,621

*5,538 More Than The Second Paper
6,191 More Than The Third Paper*

**BENJAMIN &
KENTNOR CO.**
FOREIGN REPRESENTATIVE
225 Fifth Avenue, New York
Peoples Gas Building, Chicago



ATLANTA, GEORGIA

"These are facts. Actual Audited facts!"

Every six months Uncle Sam compels newspaper publishers to submit SWORN statements regarding NET PAID CIRCULATION, ETC. The Audit Bureau of Circulations requires similar statements. We welcome the arrival of this time for semi-annual statements. We are proud of the circulation supremacy we show, and proud, too, of the FACT this supremacy shows—that THE GEORGIAN and HEARST'S SUNDAY AMERICAN are more firmly intrenched than ever before in the HOMES and HEARTS of the Southland.

A comparison of the Atlanta circulation figures for the past six months is interesting—

Sunday American . . 82,382

*28,382 More Than The Second Paper
33,382 More Than The Third Paper*

GEORGE M. KOHN
SOUTHERN REPRESENTATIVE
Candler Building
ATLANTA, GEORGIA

ATLANTA'S GREATEST NEWSPAPERS



Copyright, International Film Service, Inc.

BASIL P. BLACKETT

BARON READING

ERNEST MALLET



*We have been telling our advertising
friends for some time that*

THE CENTURY

is a magazine of authority
in international affairs

Look closely at this photograph of the three International Commissioners who recently negotiated the half billion dollar war loan and you will see that one of them—Basil P. Blackett, of the British Treasury—has a copy of the October CENTURY in his hand.

The kind of men who appreciate THE CENTURY are men of affairs. These men value the distinctive work we are doing in the publishing world.

If you want to cultivate this kind,

you can reach them effectively through this magazine. THE CENTURY has both their interest and their confidence.

The November number—out this week—is a particularly attractive example of THE CENTURY.

Look for the beginning of Stephen Whitman's new novel, "Children of Hope." Read "The Writing on the Wall"; "Are We a World Power?"; "The Swiss Military System"; "The American Pharisee" or others among its twenty-two articles and stories.

DON M. PARKER, Advertising Manager

THE CENTURY, 353 Fourth Ave., New York City

The British Market as Affected by War's Changes

How Advertising Men Are Meeting Their Difficulties

By Thomas Russell

President, Incorporated Society of Advertisement Consultants, London, England.

THE first effect of the war, when it broke out in August last year was to cause the worst trade panic we have had. The business community on this side is not accustomed to violent fluctuations. Of course we have our good years and our bad. Trade alternately booms and is depressed; but a chart would show this kind of thing in curves of greater or less acuity, not in sudden up and down plunges running off the paper.

So, when the war which no one believed in arrived overnight, the immediate assumption was that trade was doomed. The working classes would soon be starving for want of work. The moneyed classes might be starving too through an actual famine. Many people had grave doubts concerning the outcome of the war. Invasion was seriously apprehended. We did not believe we had fighting men enough to defend our own shores, and in spite of loudly affirmed confidence in our fleet, we imagined that oversea trade would come to a standstill and we should starve because we were not self-supporting.

Of course advertising came to a prompt standstill. In July, 1914, one of the deadest months of the year for advertising, 17 London dailies carried 5,433 columns of display advertising and 6,111 columns of classified. In August they carried only 2,804 of display and 2,841 of classified.

TRADE AT A STANDSTILL

Reflection showed a few sane souls that this thing was being taken too seriously. The worst danger we had to face was not invasion, not unemployment created by shortage of material, but unemployment caused by panic-

stricken stoppage of buying. People were hoarding food and hoarding gold, too, though the Chancellor of the Exchequer had expressly told the public that this was the worst thing that could be done to embarrass the Government in the prosecution of the war. They were letting their shoes wear out because they would not part with the money for new ones. They were depriving themselves of essential comforts and even necessities. And hereby they were creating real unemployment and damming up the money circulation of the country, so that whatever coin was not hoarded in private houses was lying idle in the banks.

A MEETING THAT STOPPED THE SLUMP

To let in a little light upon this I took it upon myself as president of the Incorporated Society of Advertisement Consultants to call a meeting of business people and advertising men in London, and Mr. Selfridge, as he was about the only large advertiser who had kept his announcements in the papers just as usual, very appropriately agreed to preside. We had a terrific crowd. It blocked Cannon Street from end to end an hour before the time announced for opening, and had to be adjourned from the London Chamber of Commerce, which had been lent me for the purpose, to the largest available building in the city. Mr. Selfridge opened the proceedings with a trumpet note of reassurance. I told the people that they were running away from a bogey. Charles F. Higham, one of our leading advertising agents, made a finely optimistic speech. G. J. Orange spoke seriously to advertisers about the danger of allowing their trade-marks to be ruined by sub-

stitution if they kept out of the papers, and H. W. Casson sent the people away with a few cheerful jokes.

The reports of this meeting in practically the whole daily press of the country had a marked effect upon the advertising business. The papers began to fill up again, and they have been recovering ever since. In April, 1915, the 17 London papers already referred to were carrying 4,765 columns of display and 4,085 of classified advertising. In June they carried 5,897 columns of display and 5,388 of classified.

THE ECONOMY MOVEMENT

The big War Loan and Army advertising and the full-page "Want" announcements for munition-workers helped the newspapers a good deal. But on the tail of the War Loan came the Economy campaign.

When my meeting was called, a year ago last August, the trouble was that people were not spending enough. As soon as the war got fairly under way we discovered three things:

1. We were not going to be invaded, nor yet beaten.

2. Our oversea trade was not going to suffer. (Last week 1,143 trading ships touched port in the United Kingdom. Only three were lost by German attack, and they were all little ones.)

3. What we were short of was not men, but supplies.

The last fact has had great influence upon trade, and incidentally upon advertising. The working man in this country has been little affected by the war. If we had been in a better position as a nation he would have suffered far more. The reason that the working classes are all unprecedentedly prosperous is that the nation has had to put everyone to work making clothes, equipment, explosives, guns, ships, motor-cars, and other war equipment. Consequently wages are far more plentiful than they ever were before.

There is no unemployment. The cost of living is up; but men are so urgently needed that they have been able to enforce wages more

than compensating them for the fact that (for instance) bacon costs 75 per cent more than peace price, bread 30 per cent more, tea 35 per cent more, clothes 20 per cent more, and other things in proportion. The moving-picture theatres are thronged. So are all other popular entertainments. So are public houses (English for "saloons"), and thronged only too often with women. As the balance of trade is against us—our exports have fallen and our imports increased enormously—international exchange is a bad difficulty, and if people would spend less (since most things which they buy are imported) it would help matters. Therefore Economy—"Don't spend money if you can help it"—is being urgently and quite properly preached by public speakers.

MAKING "DON'T SPEND" A SELLING POINT

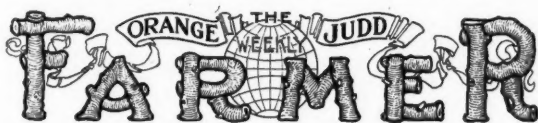
This, of course, is a serious problem for advertisers and advertising men. But the problem is solved largely by "copy." Every merchant and manufacturer who can dig up any possible excuse for the claim is advertising that his goods are real economy. "Don't spend money to waste: buy my stuff and thus economize." Some of the Economy copy has been about the best stuff we have turned out in the way of advertising on this side of the Atlantic. It has set copy-writers thinking instead of merely dashing off display work and making pretty lay-outs.

The effect of the situation is that the people who have stood by their advertising, as Mr. Selfridge has all along stood by his, are not suffering badly from either war conditions or the perfectly proper and necessary preaching of "don't spend." A great many advertisers have pulled out, or reduced their appropriations. The removal of competition has helped the men who stayed in the game. So far as my experience goes, every advertiser of a really necessary or useful product who has kept up his advertising is doing well. It is only the quitters who have suffered.

THE Corn Belt farmer—hard worker, clear thinker, intensive agriculturist and richly prosperous—you know who the man is; what his trade is worth to you.

This is the type of farmers who subscribe to and read thoroughly, week after week, year after year,

The Leading Farm Weekly of the Central West



Chicago, Illinois

For nearly a third of a century, *Orange Judd Farmer* has exerted a powerful influence on the lives and fortunes of Corn Belt farmers. Backed by a record of far-reaching service to its subscribers and splendid results for its advertisers, *Orange Judd Farmer* deserves first consideration in every Illinois or Corn Belt campaign.

125,000 Circulation Guaranteed

but the actual circulation has averaged 150,915 each issue these last few months—
—60,723 in Illinois alone.

Sample copies and advertising rates on request. Address nearest office

ORANGE JUDD COMPANY, Publishers

Members of the Audit Bureau of Circulations

Headquarters 315 Fourth Ave., New York

1518-1526 Michigan Boulevard Bldg., Chicago

Oneida Bldg.,
Minneapolis, Minn.

909 Candler Bldg.,
Atlanta, Ga.

Myrick Bldg.,
Springfield, Mass.



DECEMBER 1915 COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

Vol. XXVIII. No. 2.

Published at Augusta Maine



CUBBY BEARS CHRISTMAS

915 COMFORT Pulls Because It Pleases

Let December COMFORT Pull for You

The magazines that *pay*—aren't they ALWAYS the ones which *please their subscribers*?

That's why COMFORT pulls so hard—it pleases each and every member of each and every family.

And all because we spare no expense in having the magazine *absolutely right* for our back-country folks.

For instance our big children's feature—the Cubby Bear stories.

They are illustrated by Harrison Cady, *best in his line*.

His Cubby Bear front cover for the December COMFORT is shown here. These Cady illustrations speak for themselves and please old and young alike.

COMFORT is designed for, and strongly influences, the rural reader. These folks are big buyers at this season. Our readers have more surplus cash now than most city people.

With our usual early mailing, for before-Christmas orders, we can assure you big returns from the December issue. Forms close Nov. 10.

W. H. GANNETT, Pub., Inc.,

AUGUSTA, MAINE.

WALTER R. JENKINS, Jr., Representative
New York Office: 1105 Flatiron Bldg.

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

BACK AGAIN

THANK GOODNESS!

About this time a year ago

*We slipped, we slid,
Oh, yes, we did,
We tried to stop,
But just would skid.*

But now we're back to normal, and going up. We carried more advertising in our two October issues than we ever did before, and we expect to make every month from now on a record breaker.

*The South's all right,
We're all right,
Everybody's all right,
Whoopee!*

If your enthusiasm is running low, we can send you some dope that will help you.

SOUTHERN AGRICULTURIST

NASHVILLE, TENN.

B. KIRK RANKIN, Publisher

Exceeding 140,000 guaranteed

Only A. B. C. Farm Paper in Tennessee and Kentucky

Coffee Interests Showing Fight Against Coffee "Substitutes"

In Statements to Federal Trade Commission Coffee Men Criticise the Advertising Copy Which Attacks Coffee

Special Washington Correspondence

ROASTERS of coffee in the United States are proving that things other than little brown berries may be done to a crisp at their hands. An immediate objective of the current "roasting" on the part of firms in the coffee trade is the advertising of the so-called coffee substitutes. They denounce much of this advertising as deceptive if not downright untruthful, and they regard the methods of some of the makers of coffee substitutes as unfair competition. Leading houses in the coffee trade have been worried over the situation for several years past, and various advertising agents have sought to induce them to fight fire with fire by entering upon an extensive advertising campaign to refute the claims of the coffee critics.

Steele-Wedeles Company, Sprague, Warner & Co. and Bell, Conrad & Co. are the firms that have taken the initiative in the present campaign which aims at some effort to have the national government put a curb on the near-coffee publicity. These interests have been galvanized into action at this time by the hope that the new Federal Trade Commission, with its supposed jurisdiction and its authority to determine what constitutes unfair competition, can do something in the premises. Thus far, however, the coffee roasters have not brought formal charges against specific advertisers in the coffee-substitute trade—this being the only form of complaint upon which the Federal Trade Commission will act.

As indicating that the competition of the coffee substitutes is the only fly in the ointment, T. P. Hinchman, of Steele-Wedeles Company, when discussing coffee recently said: "The present position of the article is reasonably satisfactory. The consumer in

most instances is receiving fair and satisfactory value; the dealers of all classes are enjoying a fairly good trade, and in most instances at normal profits. Competition, while unusually keen, is in most respects fair."

Lavish advertising by the makers of coffee substitutes is held directly and wholly responsible for whatever falling off has occurred in the consumption of coffee in the United States. This was made clear by this same wholesale roaster, whose place of business is in Chicago.

Said Mr. Hinchman on this score: "Unwarranted attacks on coffee have repeatedly appeared in the public press in the form of advertising from so-called 'substitute manufacturers' for the apparent purpose of greed. Advertisements have appeared stating that coffee undermines one's health, produces dropsy and causes appendicitis, and further stating that if one will drink the substitutes he will enjoy everlasting good health. In my opinion the product that they are marketing does not possess the virtues and merits claimed for it."

IS COFFEE HARMFUL?

An advertisement that has, in particular, aroused the ire of the coffee men is that wherein is presented the picture of a rabbit with the statement or insinuation that the rabbit consumed the contents of a cup of coffee and died. Another objectionable advertisement is that which depicts a man bent and infirm, whose woes are all attributed to coffee. "I think they are unduly causing fear on the part of the people by making these false representations," was the way the coffee-substitute advertising situation was sized up by O. Remmer, of the firm of Sprague, Warner & Co.

In a recent informal discussion

of this advertising situation with the members of the Federal Trade Commission, the representatives of the coffee interests made the assertion that one firm alone "has spent millions of dollars" in the promotion of coffee substitutes. The question of how much warrant there is for the advertising attacks on coffee naturally came up. The general contention on the part of the coffee men seemed to be that the only danger in coffee is the danger of too much of a good thing. Said Mr. Remmer: "Coffee is not such an injurious thing. It may be injurious to some people but the number is very small."

The one angle of this coffee-substitute situation that may have more or less significance for advertising interests at large is found in the effort of the coffee roasters to prevent greater latitude in advertising than is allowed in the labeling of the goods. It is precisely the principle that is being contended for by those officials of the U. S. Government Bureau of Chemistry, who would like to be invested with authority to censor all food and drug advertising, whether placed on the package or not.

That the manufacturers of coffee substitutes have been obliged to modify the claims on their labels but that they have not toned down their advertising statements accordingly seems to be the chief grievance of the leaders in the coffee trade. Speaking to this text on behalf of his own firm and others in the trade, Mr. Hinchman said: "The laws enforced in recent years have required that the wording on labels and packages must not misrepresent the contents, and that nothing must appear that is misleading. I am of the opinion that this regulation has been of the greatest benefit to the consuming public, but to my knowledge nothing has as yet been accomplished to eliminate misleading and untruthful advertising that is apparent in connection with the sale of these products that the law has required the manufacturers to change their labeling of."

Evidence that the coffee men are very much in earnest in their resistance to what they regard as destructive and unfair competition is afforded by the fact that they have not only registered protest with the Federal Trade Commission but have taken legal counsel to ascertain what means may be adopted to curb what they regard as extravagant advertising. About the only consolation they received in the latter quarter, however, was assurance that it is only a question of time ere legislation will be enacted to correct such advertising evils as are complained of.

"Export Night" at the T. P. A. in New York

The first meeting of the Technical Publicity Association for the season, held October 14, was devoted to a discussion of the marketing of technical products in the export field—principally Latin-America. The speakers were Don D. G. Montt, of the Babson Statistical Organization; George H. Richards, manager of the foreign department of the Remington Typewriter Company, and Luis G. Muñiz, assistant manager of the Foreign Trade Service, Inc., New York. Each speaker strongly emphasized the necessity for definite knowledge of local conditions, and deprecated the too frequent attempts to adopt an export policy which shall be applicable to all Latin-American countries alike.

Mr. Richards declared that American concerns are most often judged by the calibre of the representatives whom they send to foreign countries, and that too much care can hardly be exercised in the selection and training of these men. The man who is responsible for the advertising in foreign fields must be equipped with actual knowledge of the conditions, either from first-hand observation or from adequate reports from the representatives in the field. "It is better to spend \$10,000," he declared, "on a trip of investigation by the advertising manager, even if he does not actually sell a dollar's worth of goods, than to spend \$5,000 in a misguided attempt to get business."

Mr. Muñiz was asked to point out some of the sins of the American business house which is seeking South American trade, and he did so without mercy. He emphasized particularly the uselessness of the average commercial translation of English copy into Spanish. The literal translation of an English idiom into Spanish words does not make a Spanish idiom, he declared. "Why, I have actually seen a booklet by Elbert Hubbard translated literally into what was supposed to be Spanish. Such attempts serve only to make the American manufacturer seem ridiculous in the extreme."

MR. SAVAGE, President
 W. H. SAVAGE, Vice Pres.
 E. B. SAVAGE, Treasurer
 W. F. LORICH, Secretary

CABLE - SUCROSE
 Code - ROBISON

SWISS OFFICE
 W. H. HARTY
 CORN EXCHANGE
 COMMISSIONER
 S. L. FRASER
 STEPHENSON

GENERAL OFFICE
 INTERNATIONAL BUILDING



MADE IN U.S.A. FOR EXPORT

Memphis, Tenn.

Oct. 6, 1915.

Mr. J.A. Martin, Adv. Mgr.,
 The Progressive Farmer,
 Birmingham, Ala.

Dear Sir:-

We have your letter about further advertising in your paper, but cannot say definitely when we will start a new schedule.

Rest assured, however, that when we DO start again, The Progressive Farmer will head our list. During our campaign from April to August The Progressive Farmer out-stripped the other five southern farm papers to a point where it was really funny. All of them combined couldn't hold a candle to your paper, and the class of inquiries from The Progressive Farmer and Florida Grower pleased us more than the number of inquiries.

You reach the well-to-do farmers with live stock to feed. Of course, we can't do much with the other, less progressive kind.

Don't worry me now about advertising. We are going to do some more and -- "you'll get yours."

Yours very truly,

H:K

INTERNATIONAL SUGAR FEED CO.

Sales -

THE AYER & SON ADVERTISEMENT

(Continued)

for electrical utilities, talking machines, jewelry; in short, all the modern conveniences and luxuries, as well as the necessities. Hy Clymer and wife want everything looking spick and span, everything up-to-date.

Run-down-at-the-heel farms are almost as much of a rarity in Iowa as are icebergs in the Indian Ocean.

Iowa is the most intelligent commonwealth in the Union, boasting the lowest percentage of illiteracy (1 9-10 per cent.) of any commonwealth. This is largely responsible for the growth of her exceptionally good newspapers and excellent agricultural publications that unite to cover the State as the waving corn covers her rolling hills. It is a remarkable fact that three such publications as *Iowa Homestead*, *Wallaces' Farmer* and *Successful Farming* should be published in one community. The growth of the latter paper is a monument to its publisher, Mr. E. T. Meredith, whose name looms large among Iowa's prominent citizens. *Wallaces' Farmer*, run in an up-to-date manner by its owners, the Wallace family, is a splendid example of the influence that can be wielded by the modern agricultural publication. Such papers reflect the greatness of the state.

Iowa is doing big things in the production of women's underwear, men's work-shoes, children's garments, sleeping garments and sunbonnets. Her wonderful State Agricultural College at Ames is turning out scientific farmers and teaching her daughters the knack of making puddings and patching quilts, accomplishments equally as important as playing a hand at "bridge" or interpreting Beethoven. Waterloo Engines, Burlington Baskets and Hercules Stump Pullers are well known, but who has heard of "Cedar Rapids Corn Flakes," "Council Bluffs Canned Goods," "Keokuk Corn

Starch" or "Muscatine Bacon and Lard"?

Iowa is sending an immense amount of raw materials to neighboring States to be made into finished products. Enterprising, wide-awake manufacturers in other States are marketing these trade-marked articles in enormous quantities, profiting by the prestige created for them and building up great industries affording a livelihood to thousands of workers. They are "carrying corn flakes, corn starch and canned corn to Iowa" and Iowa is paying the price while outsiders reap the benefit.

Iowa needs one thing to complete the alliterative combination of three "P's." She has Prosperity and Progress. She needs far more *Publicity*. It is well-nigh inexplicable that so wide-awake and up-to-date a state has thus far employed this great modern force to so comparatively small a degree.

With Iowa's strategic location in "The Heart of the Corn Belt," as *Successful Farming* puts it, her admirable transportation facilities by river and rail, her nearness to the sources of raw materials, she is in a position to develop large manufacturing interests and make what she has to offer known the nation over. One achievement, the great Keokuk power dam which cost twenty million dollars, may be cited in an instance of what Iowa has done to attract new manufactories and stimulate the growth of those which she has. It was the privilege of Advertising Headquarters to have shared in this great enterprise in the preparation of the campaign of publicity which preceded the completion of the project.

"Cedar Rapids Suits Me—It Will Suit You" has become a familiar slogan. Des Moines is not a whit behind her sister cities in this respect. This city, probably the largest in the country to "go dry on its own hook," is very

(Continued on page 63)

THE AYER & SON ADVERTISEMENT

(Concluded)

properly the capital of this wonderful State. The gilded dome of the State Capitol towers above as progressive, optimistic, hustling and justly proud a city as can be found in the Union. The comprehensive improvements now under way will make Des Moines one of the most beautiful cities in the world.

Where is there a market with possibilities for good merchandise greater than prosperous, progressive, intelligent Iowa? Where is there a more fertile field for the liberal use of consistent, persistent, red-blooded advertising that can't help being resultful in the richest measure? Conditions are ideal for development from the embryonic stages down through the swaddling-clothes period of local advertising to the full-grown robustness of national advertising.

Indisputably there have been and are now in Iowa full many enterprises with great advertising possibilities, that have been "born to blush unseen" through the want of the great modern force—Publicity. We, of Advertising Headquarters, with our years of experience in advertising everything from flower seeds to motor cars, can lutherburbank these potentially great prospects into the full bloom of success that is the portion of those concerns offering nationally sold, nationally known reputable merchandise.

As to our knowledge of Iowa and local campaigns, our good friends, Messrs. Tone Bros., of Des Moines, with whom we have worked pleasurably and profitably for a term of years, helping in the development of their great spice business, will, we feel sure, bear witness. The scope of our national business and diversity of our clientele is the best recommendation of our ability to help in building wisely and well.

N. W. AYER & SON

PHILADELPHIA

New York Boston Chicago



"Iowa is the standing wonder of the automobile business, for one car out of every ten made last year was sold there—50,000 cars!"

—Saturday Evening Post.

**7th Government
Statement
DES MOINES
REGISTER and
TRIBUNE
DAILY
70,256
SUNDAY
51,376**

**Three Years' Growth Shown
by Government Statements**

DAILY

Sept. 30, 1912.....	50,105
Sept. 30, 1913.....	51,004
Sept. 30, 1914.....	64,004
Sept. 30, 1915.....	70,256

SUNDAY

Sept. 30, 1912.....	35,279
Sept. 30, 1913.....	38,511
Sept. 30, 1914.....	45,471
Sept. 30, 1915.....	51,376

Member Audit Bureau of Circulations.

**REPRESENTATIVES
CHICAGO—JOHN GLASS,
NEW YORK—I. A. KLEIN.**

MR. LEE COUNSELMAN

who for fifteen years has
been associated with Mr.
Hugh Chalmers, has now
become allied with

J. T. H. MITCHELL, INC.

For the past seven years Mr. Counselman has been Vice-President and General Manager for the Chalmers Motor Co. For eight years previous to that he was assistant to Mr. Chalmers in the Departments of Selling and Advertising at the National Cash Register Co.

J. T. H. MITCHELL, INC.

8 WEST 40TH STREET
NEW YORK CITY

New Market Developed by Use of Larger Space

How a Manufacturer Turned His Business to Almost Untried Field, and Some of the Methods Employed

By R. G. Smith

Advertising Manager, American Blower Company, Detroit.

IT is very natural to follow the line of least resistance, especially in selling; that is, if a particular class of business, due to environment, becomes easier for us to get, we are prone to concentrate on this particular source to the neglect of another source of equal if not more value to the house.

In many cases it has been found that this valuable field has never been advertised to in a way which would arouse the real buying interest, which it is necessary to do to create live inquiries, the only kind in which salesmen are interested.

The blower business with its allied lines has two distinct and separate sources from which business can be had—one is the generally termed public building work and the other is what we call the industrial field.

As far as architecture and equipment are concerned public buildings, such as schools, churches, libraries and office and municipal buildings, have until recent years been given more attention.

In the industrial field since about the year 1902 there has been a very rapid evolution in efficiency methods. At that time the day of specialization was dawning. More time and thought were to be given to particular types of buildings and machines especially adaptable to particular kinds of manufacturing. Along came scientific management, when every detail of design, construction and equipment was beginning to be considered on a strictly production basis. Time study put a premium on the workman's personal efficiency. After being provided with modern buildings and modern tools and machinery to do his

work it was up to him to do his particular piece of work in the least possible time.

Manufacturers in this field began to specialize—intensifying their methods of production, subdividing the work, giving it to men who were specially trained to do one thing and do it well. Various manufacturing industries began to specialize in particular kinds of work.

OPPORTUNITY FOR INTENSIVE WORK

It was then our chance to add another link to complete the chain of scientific management in the factory by offering to the men responsible for output an element which would make it easier for the operatives to do better work and more of it, by providing a pure and healthful atmosphere in the shop.

This new era in industrial methods required a more intensive advertising policy than was being used, in order that we might get our arguments in the best form and get them to the real buying power in a bigger way.

Previous to the changing of the advertising policy we used from one-inch space up to one-half page in 32 trade and technical papers.

This space would not allow us to employ very large illustrations or to give many arguments in each ad. Not only that, but the small ads to the man who had never seen our salesmen or our plant, were very apt to give the idea that we were some "two-by-twice" concern without enough confidence in our product or ourselves to spend sufficient money to tell him what we wanted him to know and in the way in which he could understand it.

A small ad will sell a man anything he really wants or under-

stands the use to which it can be put, provided he doesn't see another ad in the same or another magazine well illustrated and with arguments forceful enough to convince him that that particular article is the one for him to buy.

The first thing to be done, then, was to analyze the entire field, to find out just how many classes of readers should be reached. There were seven—architectural, industrial, civil and mechanical engineers, chief and operating engineers, mining owners and operators, marine and iron and steel.

These seven classes, it was decided, would practically cover our source of business, at least for the time being. Anything to get started on the right road was the prime idea.

Next, and a very important part to the management was: How much will it cost? Money is the root of all argument in advertising as well as elsewhere, especially when previous records did not warrant spotlight reference.

LARGER SPACE IN FEWER MEDIUMS

The final decision was handed down approving suggestions as submitted. That was, to use two papers, which we considered the best, going to readers in each of the seven classes. In order not to spend any more money for the new policy than was spent for the old it was necessary to cut one paper off the list—which left 13 papers in which to start the intensive idea.

With the 13 papers it was found we could reach 70 per cent of the total number reached by the 32 papers, formerly used, and instead of reaching them through one-eighth, one-quarter and one-half pages we were going to talk to them in full pages and sometimes double-page spreads. In other words, we had sufficient space in which to exploit valuable points of design, construction and application of our products, to show good illustrations and still provide for attractive arrangement. The effect was noticed immediately.

The readers of the magazines in which we formerly used small space began to see us in a dif-

ferent light. The inquiries resulting also showed the effect of the change.

We are now able to determine from whence the inquiries came—because a keying system was used which made it compulsory for the inquirer to give the key number if he mentioned a bulletin number at all. For instance: the "Sir-occo" folder on the heating, ventilating and air purifying system installed at Ford's Detroit factory has a number which is 27 a reader of a particular trade-paper, we'll suppose, wants one of these. This paper's key number is 26, so the number of the folder as it appears in the ad is 27026—the cipher being used merely to separate the two. Other magazines and catalogues are given their respective numbers and are used accordingly. This may not be the best system in the world, but it has worked out better than anything we have ever tried.

We must not forget that this new way of advertising (for us) was supplemented by strong and convincing arguments in the form of special folders mailed direct to classified lists in each field to which we appealed through the advertising pages of trade and technical papers. Both forms must work in harmony if either is to reap best results.

In order to watch the progress in selling as affected by advertising, it was decided that the original inquiries should be handled through the advertising department; in this way the source of the inquiry could be closely checked and if derived directly from advertising could be noted and all inquiries followed up by the advertising office, until such times as the inquirer was ready to see a salesman. This, of course, saved a great deal of missionary work on the part of the salesman, leaving them more time to close deals prepared for them by the follow-up system. Cards giving all details regarding the inquiry are filed and followed up persistently until we are certain that the inquirer is in the market, will be in the market at some time or is positively not in the market. You



\$50.00

will be paid to the artist, copy-writer or lay-out man who submits the best suggestion for an illustration that emphasizes the inconsistency of picturing an automobile without Anti-Skid Chains in scenes of snow, mud or wet pavements.

The illustrations shown on these pages were used in our recent campaign in Printers' Ink. All proved to be great interest stimulators. A review of them may inspire the *new* idea for which we are willing to pay \$50.

Suggestions must be in our hands before December 1st

WEED CHAIN TIRE GRIP CO.

Advertising Department

37 West 39th Street, New York

Concentrate Your Selling Talk

You wouldn't stand at a crowded crossing and cry out your wares to the passing throngs. Only an occasional one would show a buying interest.

Then why do it with your printed sales-talk? Why scatter to the four winds the message that should go straight to the men who buy or control the buying of power plant equipment?

PRACTICAL ENGINEER

is the medium to reach 22,500 of these men. Its business and editorial policies have developed their confidence. It makes no "cut-rate" or "clubbing" offers.

Its circulation is guaranteed under a refund penalty. It offers a creative and sensible advertising service.

Write for a sample copy and circulation map.

TECHNICAL PUBLISHING COMPANY

537 So. Dearborn Street
CHICAGO ILLINOIS

may be sure that if he gives us any loophole to assume that he ever will be in the market he is followed up until his order is on the books.

While we do not advertise solely for the purpose of getting inquiries, we do watch carefully all inquiries directly traceable to advertising to ascertain the relative value of publications in which we advertise. About one-third of the total inquiries handled by this office are directly traceable to advertising however.

Why do we not write inquiry-copy? Because it is necessary to create an interest in one mind. The idea so given is likely developed by another, and possibly the order is placed by a third individual. Therefore, you can readily appreciate that inquiries which would develop into immediate business would be very few. For that reason we do not advertise for the sole purpose of getting inquiries, but rather for educational work and for general publicity purposes.

To illustrate the point, we will say that our advertising in a certain paper would attract a favorable interest of the works manager of a manufacturing plant. This man undoubtedly would write to us asking for literature and further information. He would then consult the executive of his company. The two men then would undoubtedly consult an engineer or architect and by the time the order was placed with us it would possibly have passed through three or four hands. Following up and tracing up the order in this case would be comparatively easy, but supposing an architect or engineer should write to us and ask for literature and refer to an ad in a certain paper, wishing this information for a project under consideration and possibly not coming to a final decision for six months or a year. It is on these occasions that the crediting of orders to advertising becomes more difficult.

We will have to go back to the starting of the new advertising policy to illustrate one point, that is, that our salesmen are graduate

engineers and have had little or nothing to do with the actual practice of advertising, which, of course, places them in no advantageous position to offer definite advice regarding the advisability or inadvisability of employing certain mediums. Although they knew from frequent visits to their architect clients just what papers were read by this class, they were not sufficiently familiar with the entire field to give detailed information as to the value of any particular publication, therefore, it was just a matter of investigation and gathering statistics in order to determine which papers should carry our business.

SALESMEN TRAINED FROM THE GROUND UP

This condition brought to light the great advantage in having future salesmen know this part of the work, know how the advertising department maneuvered to get inquiries for them, how these inquiries were followed up, and in general to teach them how to make the best use of these efforts.

The blower business, requiring as it does salesmen of technical education, necessitates taking into the organization, at definite periods, graduates from the various technical colleges. These men are put through a regular course of training and one part of their course is to work in the advertising office getting the ins and outs of sales correspondence and becoming familiar with the work in that department. This, we believe, will enable our future salesmen to co-operate more closely and derive greater benefit from the advertising and publicity done from the home office.

From the advertising department they go into the sales department and handle quotations. By their association with the advertising and follow-up work they are able to write a much stronger letter to accompany their quotation, which many times puts forth arguments in favor of a better machine, which oft-times overcomes the prospect's objection to a higher price—in other words they are able to get a price for



WILLIAMSPORT, PA.

"A third of a century young"

The average weekly circulation for the first nine months of 1915 was

291,566 copies per issue

Eighty per cent of this circulation is in towns of less than 5,000. 57% of it in towns of less than 1,000.

Investigations and tests have shown conclusively that in these smaller towns the merchant or storekeeper, the doctor, the blacksmith, the shoemaker and the like, are nearly always on the list of regular GRIT readers. And that's quite natural—it is made for that sort of folks.

This suggests a thought for the manufacturer who is trying to extend his dealer distribution into more prolific fields. The small town dealer is well worth while. In totals his exceeds the dealer outlet in the large cities. He is not yet over-drummed. He is less anxious to feature his own name or his store to the exclusion of the advertiser's brands. He comes into intimate personal contact with his customers, and his recommendation counts for more. His store is frequently the meeting place of the neighbors, where quality of goods is just as likely to be the topic of discussion as politics.

We are at your service, any time, anywhere.

GRIT PUBLISHING COMPANY

Williamsport, Pa.

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

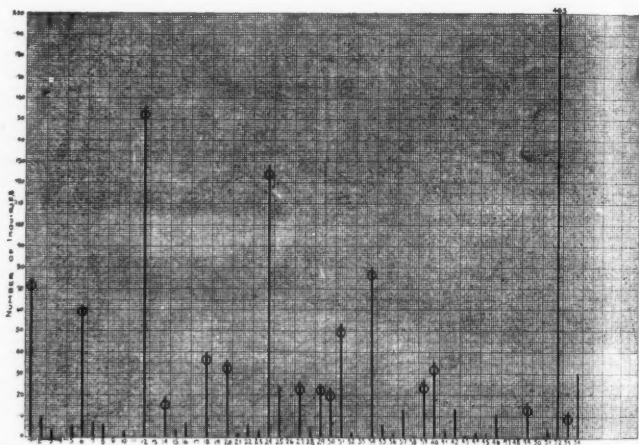
quality rather than a cold piece of machinery. There is no doubt that every salesman on the road, provided he has had a workable understanding of the advertising business, would be able to assist the home office to a very valuable extent and to this end we are now working.

CLASSIFICATION OF INQUIRIES

In starting the follow-up system and in order to have it work as closely as possible in connection with the advertising policy a classification index was made amount-

The question of copy being quite as important as the proper selection of mediums, great care was taken to have it apply as nearly as possible to the requirements of the readers of papers in which it appeared.

For the factory owners, works managers and those of authority in buying, specifying or advocating the use of shop equipment the type of copy elaborating on the "value of fresh air to the workmen" was used, telling of the increased production and the decrease in absence due to illness



INQUIRIES ARE CLASSIFIED ACCORDING TO 54 INDUSTRIES. ADVERTISING IS BEING DONE IN FIELDS WHERE A CIRCLE IS SHOWN

ing to 54 sources from which business could be expected, provided, of course, we went after it.

Recently 1,387 inquiries were analyzed and credited to the various numbers under the classification index. We are illustrating this chart that you may get an idea in what proportion inquiries from one industry as compared to another came in. Circles indicate the ones to which we advertise. This chart was made by figuring all inquiries received in this office disregarding absolutely whether they were credited to advertising or not. The results speak for themselves.

made possible by the introduction of fresh, clean air into the factory.

The next thing and in the same ad was to tell the reader why he should purchase, specify or advocate the use of the "Sirocco" system, and how "Sirocco" would accomplish these profitable results at the lowest possible cost for operation and maintenance. What "Sirocco" had done for others was shown, illustrated with different installations with engravings of sufficient size to give a good idea of general arrangement. Thus the copy dwelt on four specific questions: first, what they should

1847 ROGERS BROS.*"Silver Plate that Wears."*

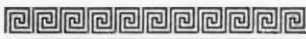
Well
appointed
tables every-
where bear
evidence of the popularity
of this brand of Silver
Plate that has been nation-
alized by advertising to
three generations.



When silver for any
purpose is to be pur-
chased, remember
1847 Rogers Bros.;
also that it is but one
of the lines of the
largest makers of
Sterling Silver and
Silver Plate.

INTERNATIONAL SILVER CO.

Meriden, Conn.



Substitution

WHAT one advertiser in "PUNCH" thinks of the "just as good" or substitution argument as applied to an advertising medium.

ONE of the most valued British advertisers in "PUNCH" received recently a letter from the advertisement manager of another illustrated weekly soliciting an order for his business as run in "PUNCH," stating that

"'PUNCH' of course is an excellent medium for advertising, but there are others also 'Quite as Good,' none more so than our . . ."

To which the Advertiser in question replied:

"We agree that of course 'PUNCH' is an excellent medium, but the 'Quite as Good' argument fails entirely. There is only one 'PUNCH,' but in Society or illustrated papers 'there are others.' Forgive us, then, if with a limited appropriation we pin our faith to your excellent contemporary."

ROY V. SOMERVILLE

Advertisement Manager, "PUNCH"

10 Bouverie Street
London, E.C., England



have; second, why they should have it; third, what particular system they should have and fourth, why that particular system was especially adapted to their requirements.

In architectural and engineering papers a somewhat different appeal was made. These professional men, because of their training, are more interested in details of design and construction. After they are satisfied as to these points they want to decide themselves as to the application, and copy to men of this class was consequently written from an engineering standpoint—superior design, difference in capacities, saving in space required for installation, etc.

After a series of this kind of educational copy, a number of well-known and important buildings in which "Sirocco" systems are installed, such as the Singer and Equitable Buildings of New York, and other important buildings were used in the advertising to associate "Sirocco" systems with the world's prominent architectural and engineering accomplishments.

This cultivates confidence in the readers of this class of publication. The same holds true in connection with civil engineering where "Sirocco" has played its part in tunnel, subway and mine ventilation.

This idea of intensive advertising could never be carried out successfully in small space nor arouse the real buying interest, because small space would not permit of enough information at one time to make it worth remembering—especially so when a technical proposition is involved.

Newspapers Appoint Foreign Advertising Representatives

The Charles H. Eddy Company has been appointed to represent the *Utica*, N. Y., *Herald-Dispatch* and *Sunday Tribune* and the *Erie*, Pa., *Dispatch* in the foreign advertising field.

Leslie H. Peard, advertising manager of the Hutzler Brothers Company, is in charge of the Baltimore Y. M. C. A. advertising course for the fourth consecutive year.

What Dealers and Jobbers Think of Cream of Wheat Decision

The Sharps Are Trying to Forecast the Supreme Court's Attitude on This Matter and Meanwhile Manufacturers Issue Pamphlets to the Trade—Trade Commissioner's Opinion

"CAN advertising power practically create a monopoly?"

The question was asked recently by Chairman Davies of the new Federal Trade Commission. The answer he received may be worthy to stand as a classic, albeit the response was made, not by a member of the Fair Trade League primed for debate, but by an everyday grocer, H. Klauber, of San Diego, Cal. This grocer was in quest, not of academic discussion of price-maintenance in the abstract, but of expert opinion as to whether the United States Supreme Court is likely to sustain the Cream of Wheat decision.

When the Trade Commission chairman, apparently scenting the possibility of monopoly, inquired whether any rival products, though equally as good in quality, could stand against the nationally advertised Cream of Wheat "with a big lot of money behind it," the California grocer quickly replied: "Competitors do stand a chance but naturally cannot get a large quantity of the business as long as the Cream of Wheat people keep their article before the public and have it in every store. Their co-operation and the labor and money they have expended in the course of years to keep up their product and keep it before the public and furnish a good article in my judgment entitles them to that degree of monopoly, if you choose to call it so."

This colloquy affords one evidence of the tremendous interest which has been aroused on the part of distributors in all parts of the country in the recent decision in what is commonly referred to as the Cream of Wheat case. The eternal question nowadays appears

The Illinois Staats-Zeitung

engaged Price, Waterhouse & Company, Public Accountants, of national reputation to make a report on their circulation for six months ending June 30th, 1915. After two weeks of close work examining the paper bills, the cash receipts for circulation at the advertised price per year, the run of the presses, the mailing sheets and the work of the mailers, reported the NET PAID DAILY CIRCULATION, 42,698.

**Present Net Paid
Circulation Exceeds**

47,000

There are very many thousands of Germans in Chicago. The United States Census says, there are seven hundred thousand, counting only the immigrant and his children and including the Austrians, Bohemians, Poles, Russians and Swiss who were born to the German tongue.

The Illinois Staats-Zeitung

has been guiding the Germans in good American citizenship for nearly seventy years, and there is but one older newspaper in Chicago. This gives to the advertiser an especially desirable field. Sixty-five per cent of the readers do not read an English paper and ninety per cent read no other German paper.

ILLINOIS PUBLISHING CO.

**24-28 South Fifth Avenue
CHICAGO, ILLINOIS**

Telephone Main 114

to be whether or not the Supreme Court of the United States will sustain the lower court in the event that the controversy is carried to the court of last resort. Not only Governmental experts but lawyers in private practice who have a leaning to unfair competition cases are being bombarded with questions as to whether this Cream of Wheat policy will be, as one storekeeper puts it, "sustained in the courts and make a part of our business conditions so that we can rely upon a manufacturer being able to maintain his price when he shows a desire to do so."

All inquiries have been told that one man's guess is as good as another's as to what the Supreme Court will finally decide, but some of the interpretations of the Cream of Wheat decision that have lately come from official sources are of more or less interest. For example, Commissioner Rublee, the legal sharp of the Federal Trade Commission, recently pointed out to a grocer that the Cream of Wheat decision in his opinion "does not touch" any previous decision of the Supreme Court involving the right of a manufacturer to enter into price-maintenance contracts.

TRADE COMMISSIONERS ANALYZE DECISION

Commissioner Rublee's view of the Cream of Wheat decision is as follows: "The only question there was whether there was any violation of Section 2 of the Clayton Act if a manufacturer refused to sell his product to a wholesaler who did not maintain the price. There was no contract to maintain the price but simply a request on the part of the manufacturer that the wholesaler should maintain the price, and the wholesaler not having complied with that request the manufacturer said that he would not sell that wholesaler any longer, and the wholesaler brought suit seeking to compel the manufacturer to sell him, and the court held that the manufacturer had a right to refuse to sell him."

Somewhat more to the point is the opinion of Chairman Davies

of the Federal Trade Commission who, referring to the Cream of Wheat case, recently said: "In the last analysis the Supreme Court is going to pass upon this. The Supreme Court is the court of last resort, and probably if any action is taken at all it will either be through the Supreme Court or through Congress. Of course there is no question but that as a general proposition of law a man can refuse to sell anything he owns to anybody he does not desire to sell to, provided it is not a conspiracy in restraint of trade. If a wholesaler declines to sell to a particular retailer that is his business."

Manufacturers are going ahead in many instances and adjusting their sales policies to the Cream of Wheat decision—that is, refusing to sell to those who cut prices. Various firms have circulated among their distributors copies of the decision and there are also going out to the trade in various lines pamphlets such as that issued by the Cudahy Packing Company which is interested in this Cream of Wheat outcome by virtue of a desire to maintain prices on Old Dutch Cleanser and other products.

Not the least interesting feature of the effect of this decision upon the machinery of distribution is found in the attitude of the wholesale grocers. For one thing the case, having been brought against a wholesaler, involved the jobbing trade even more directly than retail channels. Then, too, there is the suspicion on the part of manufacturers that many wholesalers have been lukewarm on the subject of price-maintenance. It is because of these factors that there is more than ordinary significance in the comments of H. Klauber, above quoted, who is a wholesaler and located in territory far removed from the direct, personal influence of the majority of the manufacturers whose lines he distributes. Especially surprising is the opinion of this grocer that the Cream of Wheat decision is calculated, by stiffening the backbone of the producers, to do quite as much



THE R. L. Kenyon Company, Waukesha, Wis., makers of Take Down Houses, needed National Distribution. Dealers would not stock their houses. They said the profit was less than the expense of doing business and the house took too much floor space.

Traveling salesmen were tried and failed to line the dealers up. Two advertising agencies were tried. The results were not satisfactory.

The account was placed in our hands. In less than a year we had secured national distribution. Kenyon Take Down Houses were set up and for sale in 138 of the biggest department stores in the country, including Wanamaker, Gimbel Brothers, Marshall-Field and T. E. Eaton & Co., of Canada, to say nothing of furniture stores, etc.

The cost of this campaign was comparatively small. The profits and direct consumer sales at the factory alone were more than enough to cover the cost of the advertising. The factory doubled its business that year. In six years the sales of the R. L. Kenyon Company have grown to hundreds of thousands and we are still handling the account.

If your problem is to get national distribution, we can help you.

Klau-Van Pietersom-Dunlap, Inc.

ADVERTISING IN ITS ENTIRETY

MILWAUKEE
WISCONSIN



Selecting Your Medium

O yes I know, but you haven't quantity circulation. My clients are buying quantity—where they can reach the most people at the lowest cost per capita.

Indeed, Mr. Agent, but why not consider buying power and take into account the fact that money is a precious article these days and every Tom, Dick and Harry don't have it to spend? If you were selling something wouldn't you rather take a chance on a New York Evening Post reader? You must know who he is.

Publication Office
20 Vesey Street
New York

Eastern Foreign
Office
1103 World Build-
ing, New York.

Western Foreign
Office
McCormick Building
Chicago, Ill.

Member Audit Bureau of Circulations

for the manufacturers in their own sales policies as in their representation. Said he:

"The manufacturers have always been more or less in the dark or more or less timid as to whether they should tell us out and out that we must maintain the price or otherwise they would cut us off. Sometimes they pretended to maintain the price but when it came to a show-down, in the past they have been afraid to cut off a guilty jobber."

Important if true, is the attitude of a large share of the grocery trade with respect to the general acceptance of the doctrine of the Cream of Wheat decision. Discussing the issue involved the California grocer remarked: "This question is very vital to us in our business. We have for years believed firmly in the policy of the manufacturer maintaining a fixed price on his product, both as pertains to the wholesale and retail price, but we never have known just where we stood, nor have any others."

JOBBER APPROVES

When Mr. Klauber appeared before the Federal Trade Commission he championed the standardized price creed as follows: "My opinion is that everybody would be benefited if this sort of thing is made part of the general business policy of the nation. My reason, principally, is this, that I think it will promote a policy of honesty and fair dealing as between the manufacturer, the wholesaler—if the goods go through the hands of a wholesaler—the retailer and the consumer."

"I think it would help us in our business for the reason that it would protect us against illegitimate price-cutting which often demoralizes the price not only with us but with the retailer and with the consumer. But I think it will benefit everybody because it will prevent the use of price-cutters as leaders to deceive the public."

"You do not think," ventured Commissioner Hurley, "it would be possible on a product like

lemons and apples and articles of that kind to have any standard price, do you, if there is an over-production?"

"It would hardly be possible," came back the wholesaler, going direct to the heart of the matter, "unless the grower or the wholesaler, or whoever it might be, could establish a brand such as, well, say the Sunkist brand, that I understand they are trying to establish on oranges by national advertising. A price might be fixed on an article even like oranges in a case like that."

Chairman Davies led the representative of the grocery trade away from the specific discussion of the Cream of Wheat case by the inquiry: "In your experience in handling your line do you find that any standard, well-known trade-marked goods are seriously injured by having their markets destroyed by having their price cut as leaders?"

"Yes, sir, very frequently," was the reply.

"What would you say," countered the chairman, "to the proposition that if the price were fixed the little fellow around the corner, running a small grocery shop and having no overhead expense and content to pay a small rent, ought to be permitted to sell cheaper to his favored customers to induce them to come again to him rather than go to the big department store on the corner? Do you think it would be fair to him to require him to sell at the same price against the department store?"

Said the grocer in reply: "It might work an injustice to the small man, but against the rank and file of the trade I do not think his interest should be considered, because he is in such a minority."

As a parting shot the Trade Commission chairman remarked: "Of course you, as a wholesaler, are not injured directly by the sale of leaders,—it is the retailer that suffers."

"We only suffer," commented the San Diego jobber, "in case some competitive wholesaler cuts a price which is presumed to be maintained by the manufacturer"

THE GROWTH OF THE PHILADELPHIA EVENING BULLETIN

A Splendid Record of Twenty Years and the Lesson It Conveys to Advertisers.

The Philadelphia Evening Bulletin published last month a very interesting and instructive detailed statement of its paid circulation for each month from June, 1895, to August, 1915, which shows for each year the following yearly averages:

	Paid Circulation
1895.....	6,317
1896.....	33,625
1897.....	59,281
1898.....	113,973
1899.....	112,970
1900.....	124,855
1901.....	130,084
1902.....	130,439
1903.....	144,375
1904.....	182,904
1905.....	211,134
1906.....	222,480
1907.....	241,400
1908.....	240,797
1909.....	249,811
1910.....	244,063
1911.....	253,565
1912.....	281,285
1913.....	291,868
1914.....	326,714
1915 (first 5 months).....	351,252

These figures exhibit an unparalleled record of growth in the history of Philadelphia newspapers, and impart to thinking advertisers the message that they can and will serve their own interest best by taking fullest advantage of a newspaper that is constantly climbing up to higher circulation marks. This growth shows them how to participate in the increasing popularity of this greatest paper of Philadelphia and to profit from it. Like the enormous circulation, which combines both quality and quantity, the advertising rate of the Bulletin appeals strongly to business men who want not only low cost of advertising, but also concentrated territory.

In regard to rates, the Bulletin's rate per line per 1,000 copies is actually the lowest of any Philadelphia paper, while by concentrating in the Bulletin advertisers practically cover the Philadelphia territory completely, for the publisher's regular statements of the average daily distribution of the net paid circulation show that 79 per cent of the enormous circulation is within the city limits, 12 per cent within the thirty-mile radius and 9 per cent beyond the thirty-mile radius. To cover the Philadelphia market, the third largest in the United States, national advertisers for big and profitable results have in the Bulletin the infallible medium to enter every home of that big city, famous for its home life, intelligence, wealth and buying power.

Mail Order Journal, October, 1915.

(Advertisement.)



The Axe Falls, But—

The President: "Well, boys, we've just got to do it—that's all. Got to shorten sail till this squall passes. I'd give my right arm to avoid it, but we've just got to do it. Now tell me how many men each of you can spare."

Sales Manager: "Heavens! I can't spare even half a man. I'm so short-handed now I can't begin to cover the territory. Right now I ought to put on ten more men. For heaven's sake don't swing the axe on my force."

The Shop Superintendent: "You know how I'm rushed to death trying to get out orders with my crippled shop force. If I let any more men go I might as well shut down the works."

Office Manager: "I'm in a worse fix than any of these fellows. I'm working my people overtime till I'll have a walk out one o' these days. I can't spare any more help and do the work at all. As it is now I'm 'way behind on everything."

Advertising Manager: "I'll help you. I can spare three men. Since I turned all my printing and catalog work over to the Charles Francis Press people I don't have to figure and fuss and follow up every job as I used to. My time is saved for more profitable work and I can spare these three men very easily."

The President: Good for you, Billy, that's the talk. That's the first good news I've heard in a week. Can't some of the rest of you boys find a Charles Francis Press kind of man in your departments?"

The Charles Francis Press is a four million dollar printing plant, \$400,000.00 being invested in machinery and equipment, and \$3,600,000.00 in brains and organization. Capacity, 55,000 complete catalogs, books or magazines a day, for any one order besides the great volume of other magazines, fine catalogs, and handsomely printed booklets in color. Established 1894.

Let Us Take Part of Your Troubles Off Your Shoulders

Our complete story, samples and full information yours for the asking

CHARLES FRANCIS PRESS

30-32 WEST THIRTEENTH STREET - - NEW YORK CITY

Hospital Advertised as Hotel

Newspaper Advertising Used by Toronto General Hospital to Fill Empty Rooms and Give Public Proper Conception of a Modern Hospital—Director Holds It Is the Hospital's Duty to Advertise

STILL another example of what has been called "advertising up" comes to light in the educational campaign being conducted by the Toronto General Hospital in the newspapers of that city. It is advertising that should be brought to the attention of every business and professional man connected with hospitals, for the work it is attempting to do will at once better a community's conditions of living—possibly even actually conserve life—and at the same time it will lift the hospital out of the beggar class, and put it on a self-supporting basis. To use the words of a leading Toronto medical authority, it is a hospital's duty to the community to point out publicly what it is and why it is.

"Hundreds upon hundreds of people," said this man, "suffer and die in our great cities, simply because they do not know what it means to receive proper medical attention *within a hospital*. They look upon hospitals as human carving houses; as places to be shunned, avoided and feared. These good people must be taught, just as the banker must teach his public not to trust its savings to feather beds and loose boards in the floor. It is the duty of the hospital in every city—public as well as private—to correct wrong impressions."

ADVERTISING TO FILL A HOSPITAL

And to a great extent the directors of the Toronto General Hospital look at advertising in that light—though it was first urged upon them as a business necessity. The idea that the hospital should fill its empty rooms in the same manner that a progressive hotel does, was first suggested to the board of directors by P. C. Lar-

kin, who became acquainted with the power of advertising through his connection with Salada Tea, and W. E. Rundle, the chairman of the finance committee of the hospital, and in private life manager of one of Toronto's large trust companies. These men could not share the "ethical" viewpoint of others, and looking at the problem of making the new \$400,000 private patients' building pay, or partly pay its own way, insisted upon the use of newspaper advertising.

"To those of us who were not engaged in commercial life," said A. F. Miller, the manager of the hospital, to a representative of



For convalescence
after illness or for
rest from hard
work or nervous
strain, the Private
Patients Building
is the most helpful environment.

**Toronto General
HOSPITAL**

ONE IDEA IS EMPHASIZED IN EACH NEWSPAPER ADVERTISEMENT

PRINTERS' INK, "it seemed a daring move. In England, of course, the hospitals are large advertisers, but only for funds and raising subscriptions. We had never heard of any hospital advertising, and some of us were inclined to the opinion that the only results would be an influx of bills. We have not been disappointed about the bills, but we do feel that the continued, persistent messages we are sending out are finding the mark, and there is no saying as to what the cumulative effect of the campaign will be. At any rate our directors plan on con-

tinuing the advertising, following the same policy of small ads in special positions so that they will be off by themselves, away from undesirable association."

The advertisements which Mr. Miller referred to were not large in size. "On the contrary," said R. G. Beattie, advertising manager of the National Trust Company, Ltd., who is handling the advertising, "our thought is to make the messages dignified and conservative, spreading out our \$2,000 appropriation as far as it will go. It seems to those of us who have analyzed the situation that this is the better course for a hospital; we prefer to tell our story point by point, giving each point plenty of time to sink in."

ONE IDEA AT A TIME, THE COPY IDEA

The idea of the "little at a time" policy is further demonstrated by an analysis of the copy, which has been running now for six months in all the leading Toronto dailies. One ad, for example, points out how important electricity is in modern medical practice, and concludes: "The electrical appliances available at the Private Patients Building are unexcelled on this continent." Another ad takes up the advantages of having food prepared by skilled dietitians; another emphasizes the importance of special equipment to prevent infection; still another mentions the importance of keeping the air fresh, without draught, and there are several given over to the X-ray and hydro-therapeutic treatment. In each case the point is made that only in a hospital can such advantages be had. So far, over 24 single-point ads have been written, and Mr. Beattie holds that there is material left for several times that many more. In fact, while we were talking a boy from the hospital brought in one of the peculiar rubber wheels, used on the beds in the hospital to permit wheeling the patient about the room without jar or jolt. It was to serve as a theme for that day's message on hospital comfort.

And there you have the whole story in a nutshell—by this adver-

tising the people of Toronto can be made to feel that the next time they are sick or run down they must go to the hospital. Think what that means to the sick person—proper medical attention, less danger from complications, the right kind of foods, quiet, comfort, and a speedy recovery. Think what it means to the hospital—a full treasury, the wherewithal to purchase latest and most up-to-date equipment, and less begging. And, incidentally, local advertising interests will find a new account on their books, an account which they will gladly work with and counsel. So, on the whole, it seems that a hospital that advertises is no different from any other business, it helps the community first, and itself second. How much it helps itself depends a good deal on what kind of a hospital it is, and the faith it has in advertising. If, as the Toronto General Hospital did, it intersperses among its educational announcements, brief suggestions that it be remembered in wills, it will be found that in addition to changing public sentiment in favor of hospitals, the advertising will also have a marked effect on subscriptions—something that every hospital can put to a good use.

Hearst Wins Case Against A. P.

By a decision of the New York Supreme Court, handed down October 12, the Associated Press is restrained from interfering with the publication of its news dispatches in an "Oakland Edition" of the San Francisco *Examiner*. The Associated Press claimed that the publication of the Oakland Edition was a violation of its by-laws, and threatened to discontinue its service, or to penalize the *Examiner*, unless the heading on the "Oakland Edition" were changed. W. R. Hearst brought suit for a restraining order, and secured the following decree:

"The plaintiff (W. R. Hearst) is entitled to judgment, with costs, against the defendant (the Associated Press), enjoining it, its officers, directors or agents from suspending service of the defendant's daily news report to the plaintiff for publication in the San Francisco *Examiner* and from disciplining or punishing the plaintiff by a fine or otherwise, because of the refusal or failure of the plaintiff to comply with the defendant's direction to change the typographical make-up and arrangement of the title or heading of the Oakland Edition of the San Francisco *Examiner*."

Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

Typographic Service

for Advertising Agencies exclusively

We do "anything for service"—have the willingness, ability, experience, equipment. On the job night and day.

C. E. RUCKSTUHL, INC.
27 EAST 31ST STREET, NEW YORK

YOUR INQUIRY

will have the personal attention of a member of this Firm. We cannot extend personal service to a great number of accounts but, at least, we have the pleasure of knowing that every man who deals with us is intelligently and capably served.

Printing of a high order, plus an idea—if you want it—for Advertising purposes.

*Our Direct-By-Mail Advertising Book,
"Tapping The Dealer On The Shoulder,"
sent on request to manufacturers*

THE MOORE PRESS, Inc.
30-38 Ferry Street New York, N. Y.

GOOD PRINTING
doesn't necessarily cost more than the common sort. May we illustrate this for you by examples and estimates?

THE KALKHOFF COMPANY
216 West 18th Street, New York

BOOKLETS AND CATALOGS

Many of America's prominent advertisers and advertising agencies like

the George Batten Company
J. Walter Thompson Company .
Frank Seaman, Inc.
Federal Agency and others, requiring high class booklet and catalog work use the Charles Francis Press.

CHARLES FRANCIS PRESS
Printers of "PRINTERS' INK"
30-32 West 13th Street, New York City

CONFIDENCE
in your Printer's ability to give you the highest grade product at a fair price, is an essential aid in your advertising campaign. If you do lack such confidence, consult

**A. COLISH, High-grade
Printing & Ad Composition**
106 7th Ave., New York

PRINTING THAT SELLS GOODS

We print booklets and catalogues for particular advertisers because we know

PRINTING, COPY, ENGRAVING ART
Send for samples and specifications

READ PRINTING COMPANY
HIRAM SHERWOOD, President
106 SEVENTH AVENUE, NEW YORK

Color Plate Engraving and Color Printing

We operate the largest establishment east of Chicago and most modern and complete in the country. Large edition color printing is now successfully executed at much reduced prices, placing high-grade color illustrations within the reach of all. Direct by Mail advertising rendered more efficient by using our service.

Estimates Cheerfully Furnished

ZEESSE-WILKINSON COMPANY
414-438 West 33rd Street, New York

CATALOGUES

bound in cloth, leather, or paper. Best quality and reasonable prices. Quantity orders solicited.

THOMAS Y. CROWELL CO.
Bookbinding Department
426-428 West Broadway, New York

Reducing the Mortality of Business Dreams

TWO business men meet at luncheon. They exchange the gossip of their trades. Humanly enough, each one is politely attentive while the other is talking, but is listening only with his eyes and ears. His brain is back in his own office. He is glad when it comes his turn to talk his favorite subject — his own business.

Suddenly one man lays down his fork and exclaims: "Say that again!" His friend repeats an experience with a salesman.

"By George! that was good!" There is nothing superficial about the quality of attention now. "Can you spare a little while to go into that deeper, to tell me exactly how it worked out?"

"Come back to the office!"

PRINTERS' INK stories concern themselves with telling the advertisers of one line how things worked out for the advertisers of many

other lines. The beginnings of these stories are like the chance remarks over a luncheon table. The actual final presentation of them is like the exhaustive talk that comes later in the private office.

Advertisers would unquestionably learn many of these things—eventually—from gossip that passes inside each business and spreads over into other industries. PRINTERS' INK stories speed the telling. Facts come to all advertisers before their value is dulled by the passage of time.

PRINTERS' INK reduces the mortality of business dreams. It is at once a spur to the imagination and a curb upon romancing. It is the essence of experience, concentrated, classified, put within reach—within easier reach, perhaps, than at any other source. To accomplish this is the spirit behind PRINTERS' INK Stories.

PRINTERS' INK

A Consumer Campaign Which Hasn't Materialized

What Happened When the Jobber Who Wanted to Advertise Started in Search of Advice

By S. C. Lambert

I KNOW a concern which, a year ago, really wanted to advertise. Its officers were thoroughly convinced that the future prosperity of the company would be greatly increased by the adoption of a trade-mark and a campaign of consumer advertising. Their enthusiasm had carried them to the point where a definite plan of action had been tentatively worked out, and they were ready to authorize an investment in advertising to the tune of several thousand dollars the first year. Then their enthusiasm cooled, and to-day it is doubtful whether they could be brought to consider advertising seriously. The cause of the change in attitude is an interesting story, and may be suggestive.

This concern is a jobbing house, dealing in "piece goods" throughout an extensive territory. A very small part of its trade is in goods which bear manufacturers' trade-marks, but the vast majority of the products handled carry no marks of origin whatever as far as the consumer is concerned.

These products are bought in the open market, and in some cases are shipped direct from the factory, or else they are shipped out in original packages just as they come from the factory. None of the merchandise is manufactured for the jobber's exclusive sale; any competitor can buy and sell the identical patterns or styles which are listed in his catalogue.

WANTED—A TRADE-MARK!

This last condition was the hand clutching at the throat of the business. What could be done to shut out the host of competitors who were undermining the business by their price-slashing? What could be done to make the line competitor-proof?

A trade-mark was the obvious solution, and every member of the firm felt down in his heart that the company ought to have a trade-mark to stand behind, fight behind and sell behind. To quote the vice-president: "What we want is something that will mean the same as the stamp 'U. S. Government Inspected and Passed' means on a side of bacon."

And so it was unanimously agreed that the company ought to have a trade-mark—a mark or symbol that could be used on all the otherwise unidentified merchandise the company handled. It was desired to have a mark that could be advertised so that every consumer would value it when it was affixed to piece goods in the dealer's store. This advertising in turn would make the line easier to sell and thereby more profitable from the dealer's point of view. It would prove to be the much-needed and so greatly desired additional reason for dealers buying the line. It looked feasible from every angle; it was feasible. Then said the officials: "Let's get some advice." And that was the beginning of the "cooling process."

THERE IS ADVICE AND ADVICE

Not that there is anything wrong with getting advice, for there is nothing so desirable in business as good advice, but there was very much wrong with the source of the advice in this instance.

"Ralph Harvey, sales manager of the ——— Textile Company, is one of the best-posted men I knew of in the business," declared the president, "let's get his opinion."

The "best-posted" sales manager listened to the plan in all its details. "Aha," thought he, "first thing you know he will be wanting private brands. I will have to get that idea out of his head P. D. Q."

So he smiled that knowing smile which some sales managers have developed to a high degree of efficiency, and asked our jobber friend if he was really serious. It was hard for him to believe that a man of the president's long business experience would seriously think of such a change in his business methods.

"Look here," he said, drawing his chair closer and dropping his voice to its most impressive pitch, "you've made a big success with your present methods. You are conceded to be one of the largest houses of your kind in the East. What's the use of experimenting with any advertising schemes? Let the greenhorns waste their money that way. You don't have to yet."

"You have been in business now for 40 years. Your name has taken on a value in the eyes of a trade that is worth a million to you, if it's worth a cent. Surely you don't propose to throw that hard-won asset overboard just because some advertising solicitor has told you you ought to advertise."

"But aside from all that, aside from the fact that you would be robbing Peter to pay Paul if you carried out this absurd idea, it wouldn't be practical for you to advertise even if you wanted to. You haven't anything to advertise. The same goods you buy from us are shown by other houses in Philadelphia and other centers. How in the name of all that's reasonable do you propose to trade-mark something you can't control? I have been in this business going on 25 years now, and I have sold a good many thousand dollars' worth of goods in my time. If there was anything in this advertising talk, I'd be advertising myself. No, old man, take my advice and save your money."

And after the jobber had gone the sales manager very probably went into his chief's office and boasted of the argument he had used to get that "Old Fogey to quit rocking the boat." It would never do to let him get into a position where he could do the dictating. And the "Boss," as bosses do, quite probably handed the sales

For the same reason that England,

France, Russia and Italy are obliged to get their war supplies from the United States, the other nations will have to and *are getting* their every-day requirements from this country.

Merchants in every foreign market are intensely interested in knowing more about American goods. Are receptive to your story. *Will you tell them?*

Your best advertising returns this coming year will be from the export markets—that is if your campaign includes export advertising.

May we send you sample copies of the AMERICAN EXPORTER showing the high-class manufacturers using this profitable export medium?

AMERICAN EXPORTER

17 Battery Place

New York

Established 1877, and published in four editions
ENGLISH SPANISH PORTUGUESE FRENCH

BOSTON GLOBE GAINING

Daily Globe . Up 18,037 Copies

Sunday Globe Up 5,829 Copies

Over Same 6 Months in 1914

The figures taken from the Globe's sworn reports to the government required by the Act of August, 1912, printed below, explain themselves:

(From Sworn Statements to Government.)

	Net Paid Daily Globe	Net Paid Sunday Globe
Six Months Ending Sept. 30, 1914 . .	209,486	279,583
Six Months Ending Sept. 30, 1915 . .	227,523	285,412

Net Paid Circulation of the Globe for September, 1915:

	Daily Globe	Sunday Globe
Net Paid	231,495	290,049
*Unpaid	4,231	2,490
Total Net	235,726	292,539

*Papers distributed to advertisers, employes, etc.

Boston Globe's Lead 888,062 Lines

During the nine months ending September 30, 1915,
the total lines of advertising printed in the two
leading Boston papers were:

1. Boston Globe, 6,172,402 Lines
2. Second Paper, 5,284,340 Lines

(The above totals include all kinds of advertising, from the smallest
want advertisement to the business of the big department stores.)

Globe's Lead 218,752 Advts.

Total want and classified advertisements printed
in the nine months ending September 30, 1915:

- *Globe 410,516
- Second Paper . . . 191,764

^A gain for the Globe of 38,488 want advertisements over the same period in 1914.

Globe's Lead 290,089 Lines

Total lines of Automobile Advertising printed
in the nine months ending September 30, 1915:

1. Boston Globe . 626,792
2. Second Paper . 336,703

Gaining—In Circulation—In Advertising—The Boston
Globe—To Cover the Boston Field, Mark the
Globe, Daily and Sunday, No. 1 on Your List.

manager a perfectly good Romeo and Juliet to show his appreciation.

It wasn't very encouraging, now was it? The president of the jobbing house was forced to admit that the sales manager had "said something" when he declared that the company's *name* stood for a lot in the trade. He didn't quite appreciate the ulterior motive which lay behind the sales manager's opinion, and taking all things into consideration his enthusiasm had received a rather severe setback. Another consultation was held, at a considerably lower temperature, and the consensus of opinion was to the effect that more advice was needed.

So for the next few months the officers of the company took every occasion to get opinions from every chance business friend they met. The opinions, differing as they naturally would according to the prejudices or motives of the advisers, put the company more at sea than ever. Down, down, down went the barometer, until one day the vice-president happened to fall in with the advertising manager of a prominent national publication.

That worthy was so encouraging that things began to look rosy once more, and the vice-president made up his mind that perhaps the best source for advice was among advertising men. So he called the office of a big daily newspaper on the telephone, and a solicitor came up to call on him. But it is sad to record that the solicitor talked chiefly about "waste." He gave the vice-president to understand that there is a tremendous amount of money wasted each year because advertisers insist upon using the wrong mediums. Certain of his competitors were guilty of grossly overstating their circulations. The general impression derived from this conversation was to the effect that advertising is a most gorgeous opportunity to lose money. More undecided than ever, yet unwilling to give up the idea entirely, the vice-president wrote to the editor of *PRINTERS' INK*, and asked for an unbiased opinion.

PRINTERS' INK was able to furnish him with a list of articles which had appeared in its pages on the subject of jobber's advertising. It pointed to such cases as Lord & Taylor with their Onyx Hosiery; to the Simmons Hardware Company with its Keen Kutter hardware; also referring specifically to manufacturers like A. G. Hyde & Sons, and selling agents like Smith, Hogg & Co., who had successfully marketed trade-marked piece goods. "But," wrote the managing editor of *PRINTERS' INK*, "it is against our policy to render advertising opinions, as we believe dependable opinions cannot be rendered without a thorough and painstaking inquiry into the proposition. Our suggestion to you would be to call in the service of some reputable advertising agent and abide by his decision."

After getting this letter the vice-president felt a noticeable stiffening of his merchandising backbone—quoting his own words—and admitted that perhaps after all it did take more than a few moments' thought on the part of an outsider to give an intelligent opinion. The more he thought over it, the surer he became that the thing to do was to get the advice of an advertising agent. But he thought it best to talk it over with the president first.

THE GREAT AMERICAN DELUSION

"There is no use in getting an agent's opinion," declared the president. "What do they know about our line? Haven't we been told by the most successful sales manager in the business that it wasn't practical? What's the use of wasting any more time over the thing? As for Lord & Taylor and Simmons, they are wholesalers of hosiery and hardware—that hasn't anything to do with piece goods, has it? As for A. G. Hyde and Smith, Hogg, they are able to control the exclusive sale of the goods. Ours is an entirely different proposition."

However, the vice-president was one of those men whom, once started, it is hard to stop. As he told the writer, he had read so much about the possibilities of ad-

The Crowell Publishing Company
announces the appointment of
D. W. Henderson as Advertising
Manager of Farm and Fireside.

To All Advertisers, Advertising Managers, Agencies, Space Buyers and Copy Writers:

KEEP THIS IN YOUR FILES FOR HANDY REFERENCE

The Audit Bureau of Circulations, an association governed by the advertisers of the country, has completed its audit of the circulation of the newspapers in The Capitol District which are members of that Bureau.

The following is a summary, by quarters, of the audit for the year ending April 1st, 1915.

If you will keep this in your files you will save yourself much time and some

For three months ending
July 1st, 1914 - 35274 37921 28950 21017 19271 14705 3653

If you will keep this in your files you will save yourself much time and some

For three months ending		For three months ending		For three months ending		For three months ending	
July 1st, 1914		Oct. 1st, 1914		Jan. 1st, 1915		Apr. 1st, 1915	
35274	37921	28950	21017	19271	14705	3653	
40185	37478	32298	21165	19083	14339	3774	
38203	35549	31754	20038	19580	14925	3646	
37109	35847	32909	19789	20432	14632	3484	
Average for							
the year	37692	36698	31477	20502	19591	14650	3639

The complete audit and report of each newspaper is on file in the office of The Knickerbocker Press and is open to the inspection and examination of all advertisers at all times.

Very truly yours,

LYNN J. ARNOLD,

Dated: October 18th, 1915. President, The Knickerbocker Press.



While The Breeder's Gazette carries more advertising than any other farm paper, it is a fact that its growth is caused almost entirely by the use of increased space by advertisers who have been in the paper for years.

THE BREEDER'S GAZETTE

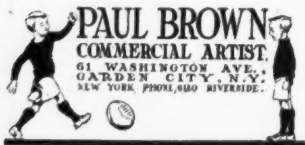
Established 1881 "The Farmer's Greatest Paper" \$100 per Year
 Sanders Publishing Co. 542 South Dearborn St.
 CHICAGO, U. S. A.

Member Audit Bureau of Circulations



GEORGE W. HERBERT, Inc.
 Western Representative
 600 Advertising Bldg.,
 CHICAGO, ILL.

WALLACE C. RICHARDSON, Inc.
 Eastern Representative
 41 Park Row,
 NEW YORK CITY



vertising that he felt convinced advertising would help them if he could only find out how. He was strong for a trade-mark. Being strong for it, it was not surprising that he happened into the office of a certain agency not long after. He had been so used to get "made-while-you-wait" opinions that he was somewhat surprised when the agent, after listening to his story, told him he couldn't say whether or not it would be practical for him to adopt a trade-mark without looking into the matter very fully. He asked the jobber to call back in a week.

During the week the agent went down to the bottom of things—not any paper investigation, but a real honest-to-goodness digging for light and ideas. I happen to know how thorough the inquiry was, because I got hold of this to begin with by seeing a memorandum that the head of the agent's service department had sent around to every member of the organization. Later I was permitted to see the replies, and in that stack of 28 letters were represented the best advertising and merchandising experience and talent in the United States.

The consensus of this internal inquiry was that by establishing a trade-mark with the ultimate consumer the jobber would insure his market, put himself in a position to demand a better class of merchandise; automatically raise the standard of his merchandise by establishing a moral obligation to live up to; eliminate cut-price competition, and protect his customers. To quote the letter: "While it is true that the dealer across the street may have the identical fabric, the dealer showing the trade-marked article can point to the trade-mark as indicating that behind it stood a house of recognized character."

It was a clear-cut, rational, dependable statement of the case. But the agency did not land the account, and no agency up to date has done so. Why, do you ask? Well, it was largely due, as the vice-president puts it, to the fact that so many conflicting opinions had been received, so many "knocks" on men and mediums.

that the company didn't dare to trust anybody. The news had gotten abroad that "something was doing" in the Blank Company, and the vice-president was besieged with solicitations from all points of the compass. He had no knowledge of the advertising business, and was unable to discriminate intelligently; how could he? Whenever he proposed to himself to take a given line of action, somebody was always on hand to tell him it was a mistake. So he ended right where he began. But if the company ever does get its enthusiasm back, and starts advertising, it will take only one guess to determine who will get the account.

Simmons-Boardman Pub. Co. Acquire Another Trade Paper

The *Railway Electrical Engineer* has been purchased by the Simmons-Boardman Publishing Company, New York, from the Wray Publishing Company, Chicago. Edward Wray, president of the latter company, will act as business manager of the paper.

In commenting upon the reasons for making the purchase, the *Railway Age*

Gazette, one of the Simmons-Boardman publications, contained the following:

"For many years the *Railway Age Gazette* has given its readers all of the railway electrification material that seemed necessary. The time has now arrived when a considerable increase is essential if we are to continue to fully cover the entire steam railway field. To do this properly within the covers of one paper is impossible. Hence the addition."

Woodward & Tiernan Open an Agency Department

The Woodward & Tiernan Printing Company, St. Louis, has established an advertising agency department and is requesting rate cards and sample copies from all magazines and daily and weekly papers published in this country and Canada.

Porter Has Part of Tobacco Products Corp. Account

The Harry Porter Company, New York, has secured the Rameses cigarette advertising of the Tobacco Products Corporation. Newspapers in New York, Boston, Philadelphia and Pittsburg will be used during November and December, and later this advertising will be extended elsewhere.

Printing Art

is for the purpose
of making word-pictures of the things
you sell for the man who buys.

The more masterful the making, the
more appealing it is to the imagination of
the purchaser.

Appeal—attraction—"pulling power"—
that is what we put into word-pictures we
make in the shape of circulars and booklets.

Can we call and furnish proof?

LEHMAIER & BRO.
PRINTERS AND DESIGNERS
295-301 LAFAYETTE STREET
NEW YORK

Ask on your business
stationery for a copy of
"A Dynasty of Printers."

Come to "House Organ Headquarters"



THERE are 10,000 printers who would like to print your house organ. But how many of them are entitled to? Is the printer getting it out now entitled to?

If he is, stick to him. It doesn't pay to experiment. *But* if you feel dissatisfied with the service you are getting; if you have a suspicion the price is too high; if you want to get new typographical life into it—then read what W. K. Page, Advertising Manager of the Addressograph Company, thinks of our service:

"I am constantly 'rubbing shoulders' with printers in getting out the stuff that sells Addressographs—but, in issuing our house organ—'The Addressograph'—we must have the utmost in cooperation from the printer.

"No doubt this is because 'The Addressograph' is issued in newspaper style—and as in the newspaper office, we have only a short time in which to get it together and on the way to its readers. In your shop this is possible—because without exception your employees are unusually high-grade—not mere mechanics, but men of ideas, capable of giving real personal service. This is why you are publishing 'The Addressograph'."

Long experience in getting out over 100 publications and an equipment planned to keep costs down to the very minimum consistent with the best service, enables us to give the

utmost satisfaction in this, and kindred types of printing, at the lowest possible cost.

**SEND US A COPY OF YOUR HOUSE ORGAN
FOR OUR SUGGESTIONS AND PRICES**

KENFIELD-LEACH COMPANY

*Big Edition and Publication Printing
of all Kinds for Advertisers Anywhere*

455 Plymouth Court : : Chicago

United Drug to Acquire Riker & Hegeman

The negotiations looking toward the transfer of the controlling interest in the Riker & Hegeman Corporation to the United Drug Company have now reached a point where it only remains for 75 per cent of the stockholders of the former company to ratify the arrangements made by George J. Whelan and his associates of the United Cigar Stores Company, who own 51 per cent of the common or voting stock. This is confirmed to PRINTERS' INK in a statement made by one of the officers.

The Riker & Hegeman Corporation owns about 100 drugstores in the East. These will now be operated as part of the Liggett system of sixty drugstores, which is also now owned by the United Drug Company. The stock of the latter company is distributed among more than 5,000 retail druggists all over the country, for whom it manufactures and wholesales. It also controls the National Cigar Stands.

The arrangement made by Mr. Whelan with Louis K. Liggett, head of the United Drug Company, calls for the exchange of \$100 in common and \$45 in second preferred 6 per cent. stock of the United for each \$100 share of common stock of the Riker & Hegeman Company. At the present time United Drug common stock pays 8 per cent dividends against 6 per cent paid by Riker-Hegeman. The latter's preferred stock pays 6 per cent.

Riker & Hegeman are capitalized at

\$10,000,000, divided equally into common and preferred stock. It did a business last year of nearly \$35,000,000. The capital stock of the United Drug Company is \$3,000,000 common and \$5,000,000 preferred.

It is stated that the projected transfer of ownership will not affect the operating forces of either company.

Standard Oil Company Wins Trade-Name Suit

The word "standard," when applied to gasoline, has acquired a secondary meaning as referring to the product of the Standard Oil Company, and will be protected even though it cannot be appropriated as a technical trade-mark. Such is the ruling of the Chancery Court of New Jersey in three cases against dealers in Atlantic City who were displaying signs reading "Standard Gas," but were dispensing without explanation the product of other refiners. It was shown that the Standard Oil Company had been advertising its product for several years under the name of "Standard Gasoline"; that there was no commonly accepted standard by which the quality of gasoline could be measured; and that when the ordinary purchaser of gasoline asked for "Standard Gas" he expected to receive the product of the Standard Oil Company. Photographs were submitted showing the dealers' stores with the offensive signs displayed, and in some instances showing a competitor's tank-wagon filling the dealer's reservoir.



"I am sending a picture of my Case outfit consisting of a 50-horse power engine and a 36 x 58 separator. I also have a shelling rig and wood saw and two gas engines. I grade roads with my engine after threshing

so I am busy most of the time. I do my own repair work and carry extra belts and repairs."

ZENA BRIGGS,
Hancock, Iowa.

If you want to reach farm power users like Mr. Briggs, advertise in the papers they read and correspond with

**The American Thresherman
and Farm Power**

Published Monthly on the First

Gas Review

For the Gas and Oil Engine User

Published Monthly on the Fifteenth

CLARKE PUBLISHING CO., MADISON, WIS.

New York—Paul W. Minnick
Marbridge Bldg.

Indianapolis—J. B. Parker
2002 Central Ave.

Chicago—J. C. Rogers
Hearst Bldg.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, OCTOBER 21, 1915

"Substantial-ly" The executive's blue pencil hovered over the advertising copy. **"Practical-ly"** and **"Essentially"** "Good idea," he told the advertisement writer at last, "but aren't you drawing it a little too strong? Can we claim that our appliance actually 'does the work of half a dozen clerks'? True, it starts a revolution of method and will lead to the displacement of some clerks, three, four, perhaps half a dozen, but as to 'doing the work'—eh? And these other statements—"

"Sure!" said the advertisement writer, nodding eagerly. "I'll tone it down without eliminating the punch. Here—*'practically'* does the work of half a dozen clerks,' *'Substantially'* self-operating,' etc. How's that?"

The executive looked doubtful. "Well," he said, "perhaps it does take the curse off."

And the advertisements that subsequently appeared carried two "practicals," one "substantially" and one "essentially."

An automobile manufacturer took several hundred dollars off

the price of one of his 1916 models and advertised it as "substantially" the same as the previous year's car. Investigation shows that the new car has a shorter wheel base, smaller wheel and cheaper upholstery.

Now were the extravagant statements in both these cases just loose talk, or something else?

The truth is, unless we want to consider them something else, that a little of the old-time "white magic" conception of advertising still lingers in these words, "substantially," "practically," "essentially," and the like. They are supposed to perform the impossible feat of converting a palpable untruth into a plausibility without injury to the interests of either advertiser or consumer.

It is nothing less than rank delusion, but there is another side to it besides the ultimate recoil of such carelessness upon advertising and the advertiser which we have pointed out with possibly tiresome iteration. This other side is the rights of the competitor, which are coming to be recognized by the courts and the department of justice with quite a new alertness. It would be going too far to assume that there is any present danger that misrepresentations of this sort in advertising will be adjudged "unfair competition," but who knows where the lightning may next strike in these days of restless inquiry? It is possible now for every advertiser to apply the exact test to his advertising that the courts or the Trade Commission would apply. They would consider first the dictionary meanings:

Substantially: containing the essence of the things; giving the correct idea, if not the exact expression.

Practically: virtually; as regards real results and effects.

Essentially: substantially, basically, fundamentally.

It is fairly evident from these definitions that no change in quality or value is contemplated in the use of the terms.

But the courts, if a case ever comes before them, will go further than this. They will ask not merely how the dictionaries define the terms, but what the public will

understand by them and what the intent of the advertiser was that they should understand.

In the automobile case just cited, the advertiser has materially reduced value together with price.

At the same time, a competitor has apparently put more value into his new car while also reducing the price. It is evident that the statement of the first advertiser that his 1916 car is "substantially" the same as his 1915 car, which was a higher-priced and better car, as people judge cars, does the competitor an injustice by making a comparison that should not be made and thus confusing the buyer as to values.

"Substantially" is a good word when we mean by it just that. And so with the other words. But if we mean something else, or are taking refuge in mental laziness as an escape from creative copy-writing, then they should be taken as the red flags of warning.

What Assures Success of Co-operative Advertising G. Harold Powell, general manager of the California Fruit Growers' Exchange, summed up the reasons behind successful co-operative associations in his address before the Quoin Club when he said that the organization must be based on economic necessity, that responsibility should be distributed among the local units and not confined to the central body, and that carefully planned advertising should be utilized to increase consumer demand.

Mr. Powell spoke from experience in a co-operative association which has increased the distribution of oranges from 2,000 carloads in 1885 to 50,000 carloads at the present time. It has been demonstrated that there must be something besides a desire to co-operate if this form of advertising is to be successful. The individuals in the association must be able to benefit in an economic way by the co-operative plan.

That was the situation among the California fruit growers. Unable to cope with transportation companies and distributors, the

individual growers and local associations finally saw the economic value of co-operation. It meant better freight rates, more extensive distribution among jobbers, and the ability to advertise the product on a national scale that otherwise would have been impossible.

California raisin growers saw the opportunity in co-operation, but resorted to the press agent until experience showed the inefficiency of that course. Later, after paid advertising had developed consumer demand, a giant crop was marketed.

Lumber manufacturers have used co-operative advertising with good effect, but there also was the economic necessity to which Mr. Powell referred. In the case of the black walnut manufacturers it was necessary to inform the public that there was plenty of black walnut, although popular impression was otherwise.

Co-operative advertising seems to be specially adapted to natural products. The many campaigns in the past, which have included oranges, lemons, raisins, pineapples, lumber, apples, oysters, and others, seem to indicate that. But wherever there is that economic necessity that fosters co-operation there is a fertile field awaiting development.

There have been successful co-operative campaigns described in PRINTERS' INK of insurance underwriters, railroads, dry cleaners, commission merchants, petroleum marketers, car-wheel manufacturers, ice-cream makers, and scores of other groups. And in all of these cases the realization of the energy and expense that could be saved, combined with the economic need of co-operation, has been the prime factor.

When the California Fruit Growers' Exchange announces that it has marketed the second largest orange crop at the highest price in ten years, and that co-operative national advertising has made that record possible, it is only natural that other commercial groups should be encouraged to go and do likewise.

Experience has shown, how-

ever, that to be successful such co-operative enterprises should be built from the ground up. If there is to be genuine co-operation the smallest units in the association must know as much about the business transactions as does the central body. In matters of policy the units should have full responsibility. Then, should reverses occur to impede the association's progress, the central body will not be thoughtlessly held at fault, and the necessary modifications can be made.

In most large co-operative associations the smallest divisions share in the responsibility. That is true especially in the California Exchange, where all prices and other important matters are fixed by the local associations individually and not by the central body.

Why 600 Private Printing Plants?

When one considers that there are 600 responsible concerns in the United States and Canada having private printing plants, the first feeling is amazement. In New York City alone about one-tenth of the total number is located. The natural query, when the large number of modern, well-equipped commercial printing plants is considered, is why are those private shops maintained.

Closer scrutiny of the list of private plants, backed up by an investigation, will show that many of them are insignificant. In many instances they bear the same relation to the big printing plant that quick-firing guns do to the 42-centimeter piece.

There is one concern, the Corn Products Refining Company, which uses its printing plant at Argo, Ill., for the production of package labels. Another large company runs a few small presses merely to put the imprints on dealer literature. An order for goods must be shipped within a few hours. Delay cannot be countenanced. The booklets are run through the company's presses, the dealer's name is imprinted on them and they are finished in time to be packed with the order. The sav-

ing of a few cents isn't the company's aim here at all. The saving of time is the important thing. Half the effectiveness would be lost if the imprinted booklets were not packed with the goods.

In most private printing plants the rush element is dominant. Few concerns maintain a printing plant for the production of fine work. It is taken for granted that a commercial printer can produce better results in his big plant, thoroughly equipped, than the private printer who often works hampered by the lack of machinery.

It seems to be equally well established that few private plants are operated with the idea of making a profit, in fact many of them are operated at a loss. But, as indicated above, the need of getting out small jobs in a hurry explains the existence of many printing departments.

Of course, there are concerns that make more use of their printing plants. Take the Burroughs Adding Machine Company, for example. In its private printing plant that company has done a great amount of house-organ work, and has set up many newspaper and trade-paper advertisements. Occasionally, too, a preliminary set-up of a magazine advertisement has given the executives an idea of the probable effectiveness of the finished product.

The production of standard office forms, salesmen's bulletins, and similar work, constitutes the bulk of the output of most printing departments. The concern which is not located in a city having a good printing plant is often tempted to establish a department of its own. But, there again is an opportunity to have an out-of-town printer do the work at less cost, and with better results, and so while many private plants are discussed, few out of the total reach the finished stage.

John F. Dadie Dies in Chicago

John F. Dadie, president of William J. Moxley, Inc., Chicago, maker of several advertised brands of butterine, died in Chicago last week. He was a son-in-law of the founder of the company and well known in Chicago advertising circles.

A Cook Stove A Stew Pot and a Magazine

What a lovely potpourri!

The man from Printers' Ink called upon us Wednesday just as we were leaving for an up-state trip. "Yes, we will use your coming number; copy Friday; good-bye."

Thursday P. M. Waiting for train Small town

Gazing into a store window we noticed a placard announcing the sale of a cook stove on the instalment plan and for good measure, a stew pot and "your favorite magazine" free. This placard gave us our cue for the copy we promised Printers' Ink.

We do not concern ourselves with the methods others use to build circulation except when such methods work an injury to legitimate circulation. For a publisher to accept money from an advertiser for such built circulation is larceny and a gross injury to magazines in general.

LIFE sells the advertiser circulation paid for in advance—real money.

Avoid circulations mixed up with cook stoves, stew pots or other potpourri.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

The report of the examination by the AUDIT BUREAU OF CIRCULATIONS just made public, proves our right to the following claims:

- 1.—The largest paid-in-advance circulation of any farm paper published in Michigan.
- 2.—The only farm paper able to prove a circulation **over** our guarantee to advertisers for each of the four quarters examined.
- 3.—That we renew voluntarily 60% of our subscribers year to year.
- 4.—That we bought only one-tenth as much merchandise for premium purposes as our nearest competitor.
- 5.—That 81% of our circulation reside on rural routes.



100,000 Twice-a-Month
DETROIT

REPRESENTATIVES

Boston Chicago

Woman's magazine of quality and national circulation wants representatives in Chicago and Boston. Must be energetic women of advertising experience and ability as producers. Moderate drawing account against liberal commission. Address "R. S.," Box 332, care of Printers' Ink.

Basic Vacuum - Cleaner Patent Upheld

Nearly 200 Infringement Suits Impending As a Result of Test Case On the Kenney Patent—Whole Industry May Be Reorganized On a New Basis of Licenses

IMPORTANT developments in the vacuum-cleaner field may be looked for as a result of the decision of Judge Mayer, in the United States District Court at New York, upholding the validity of the so-called Kenney patent. The patent was granted in 1907, and its claims cover the basic principles under which both hand and power operated vacuum cleaners operate. It is asserted that the decision places nearly 200 concerns throughout the country in the position of infringers, and moreover affects the thousands of dealers who handle the product of the infringing manufacturers.

The title to the patent rests in the Vacuum Cleaner Company, which is a holding company which does no manufacturing. The company acquired the patent from the original inventor, D. T. Kenney, who was a New York plumber, and has spent upwards of \$200,000 in the endeavor to validate its claims in the courts. Several suits have been brought against alleged infringers who were unwilling or unable to carry it to a final decision. Finally, however, the American Rotary Valve Company was persuaded to contest the case, and Judge Mayer's decision upholds the patent on all the essential points.

F. H. Jones, manager of the Vacuum Cleaner Company, discussed the situation with a representative of PRINTERS' INK.

"As soon as the decision has been filed we shall begin suit against those companies in New York which we believe are infringing our patents. After we have disposed of those concerns we shall begin similar proceedings against companies in other sections of the country.

"There are about 200 concerns

in the country that are infringing on the Kenney patent, we believe. The procedure will be the same in each instance. After a second formal notice of Judge Mayer's decision has been sent out, suit will be brought."

As has been the case in the past, the Vacuum Cleaner Company does not expect to manufacture, but will issue licenses to other concerns under royalties based upon a percentage of gross business. "We do not propose to grant licenses indiscriminately, however," declared Mr. Jones. "Before giving a company permission to manufacture under our patents we want to be sure it has enough capital to go ahead. We want our manufacturers to be equipped to put trustworthy machines on the market."

"The chief trouble with the vacuum-cleaner business in the past," he continued, "has lain in the injudicious financial methods of the concerns which have tried to enter the field. Many people have tried to compete with insufficient capital, while other concerns have borrowed unwisely and attempted to expand by sensational methods. Then, too, the dealers have helped to muddle the situation by handling any sort of inefficient cleaner which happened to come along. In this way a great many inferior machines have given the industry a black eye, and in the case of many of the good machines the manufacturers have gone out of business and the user cannot get service. Our plan of confining licenses to those manufacturers who are financially sound and capable of manufacturing an efficient product will help to remedy these conditions."

Counselman Joins Mitchell

Lee Counselman, who for 15 years has been associated with Hugh Chalmers, has now become allied with J. T. H. Mitchell, Inc., New York.

For seven years Mr. Counselman was vice-president and general manager for the Chalmers Motor Company. For eight years previous to that he was assistant to Mr. Chalmers in the departments of selling and advertising at the National Cash Register Company.

For the past year he has not been active in business.

\$32,000,000

is the
PAYROLL IN PITTSBURGH, PA.
Per Month.

Gazette Times

MORNING AND SUNDAY
"Pittsburgh's One Big Newspaper"

Chronicle Telegraph

EVENING EXCEPT SUNDAY
"The Paper That Goes Home."

Are the two biggest and best buys in Pittsburgh because they reach the people who read advertisements. They can be bought at a

FLAT COMBINATION RATE

Of 22½¢ Per Agate Line
—And give you the largest net circulation.

For further information and co-operation write

URBAN E. DICE

Foreign Advertising Manager
PITTSBURGH, PENNSYLVANIA.

J. C. WILBERDING

225 Fifth Avenue.....New York City

The J. M. BRANHAM COMPANY

Mallors' Building.....Chicago

Chemical Building.....St. Louis

Distribution

of any advertised commodity on the Pacific Slope presents problems not encountered in other territories.

A thorough understanding of conditions in most lines of trade, gained through twenty-five years of business relations. An organization which can carry forward the marketing of goods on the Pacific Slope without lost motion or exorbitant cost. These features are available for a few manufacturers through the use of

"EBERHARD SERVICE"

The Geo. F. Eberhard Company

SAN FRANCISCO

LOS ANGELES

SEATTLE

The Little Schoolmaster's Classroom

GRUMBLE and complain many of us do when we are unexpectedly asked to do a lot of work in a space of time that seems all too short. Yet such an experience is a test of our mettle, and, just between ourselves, sometimes improves the quality of our performance.

Here is a letter from one of the Schoolmaster's agency-copy-writer friends that so readably brought out this point that I think it deserves to be spread on the records.

* * *

"Since winning the copy-writer's spurs," the letter reads, "it has ever been the lot of the writer to turn out most of his copy under pressure of the hour-glass and that spectral ha'nt, the closing date. Not that my copy is all last-minute stuff: it's that I have to watch myself so it won't turn out that way.

"Often have I read, heard or dreamed of that phantom copy Utopia wherein fabled pieces are fondly nursed, cherished and repolished with the infinite patience of a Lafcadio Hearn until six months of inbreeding finds them fit to greet the public eye. If such things be, then I have never met them in my day. Nevertheless, I like to fondle the idea for such times as when, awaking in a feverish sweat, I find myself bending the footboard of the bed with straining feet, while a mocking imp re-iterates in my ears: 'Only three days more—and the client hasn't seen it yet' (the client being situate three days round trip by mail).

"I sometimes wonder if others of my craft undergo the same torments: Scriptor Dementia, or copy-writer's midnight madness I thus dedicate this mental phenomenon to science. For I have amended old M. Tullius Cicero's adage—'No day without its lines' to 'No second,' etc.

"Sometimes in a momentary lull in the fray, while I pause to refreshen a pipe, there come back

to me the days of my apprenticeship when as a very minor member of a huge corporation I used to mull for weeks over a booklet or two, with an occasional hiatus when I went to the library and dived for dope. These same booklets in the course of several months would eventually leave the press.

"Yet while I sometimes dream of those days, it is not in a carping or complaining spirit that I remark 'the spur of time' that now eggs me constantly to greater productive efforts.

"Some of the happiest thoughts I have ever turned out have been written by actual necessity in no more than five or ten minutes, and laid out in a very few more.

"Nor have I yet lost the ability to thrill just a little when I look over that which but yesterday seemed an irksome, confused mass of words and pictures thrown together in a white heat without too much time to weigh and balance the effect, to find it to-day on my desk, a coherent exposition of the client's case, and a clean letter-perfect piece of printing.

* * *

"Old-timers tell me that some of the biggest campaigns and greatest copy they ever had to do with were turned out under the pressure of competition and an eleventh-hour lock-in on some new account.

"I myself have seen an entire agency jump into the breach and in two days' time, with even the office boys keyed up to the intense pitch of the moment, tear out a complete preliminary campaign—plan, copy, plates and all—that clinched a new account.

"I do not necessarily by this advocate last-minute copy as a general practice. But I am nevertheless convinced that the less time a copy-writer has to think about his literary style, the more tersely and directly he is likely to tell his story. As they used to say of a certain reporter on a

newspaper where I once worked: column to knock out has no chance
 'If it's fifteen minutes to press to remember he's on the earth, he's
 time and Smith, with a front-page one of the best writers in this

Making Good in Great Britain

The National British Papers

The comprehensive Hulton group embraces: **Picture Papers, Weekly Papers, Sunday Papers, Morning Papers, Evening Papers.** The combined circulation totals **SIX MILLIONS.**

They cover Great Britain from end to end and the sphere of their influence includes every class in the community.

All rates are flat, go as you please, but go as you will the Hulton group will sell the goods. Specimen copies and rates are yours for the asking from

THE HULTON COMPANY, Daily Sketch Building, London, England

There is an opening in our
 advertising department
 for a live, aggressive, con-
 structive representative.

There is a lot of work to be done by the man
 who qualifies. Applications may be addressed

"C.R." Box 333, Printers' Ink

They will be considered in confidence
 and returned if desired. References, age,
 salary and experience must be stated.

"GIBBONS Knows CANADA"

Premium Specialties

International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c

S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

LETTERS

and advertisements—compounded of Dignity, Force, Humanness, Unusualness. I should like mighty well to send you the striking testimony of others. Just attach this advertisement to your letterhead.

E. M. DUNBAR
15 Rowena Street - Boston

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

I Have Produced —and can again.

Worked from the ground up. Know newspaper publishing from every angle. Helped to build one of the fastest growing newspapers in New England. As business manager I put the punch and the push in the business getting that made good.

A clean record.

I feel that I can accomplish big things in the right place. If you want a Business Manager or advertising manager to show results that are strong and healthy make me an offer. I want prospects as much as immediate salary.

Address **A. G., Box 334, Printers' Ink.**



Pat. Applied For

Clip your Clip Bill in Half by ordering in quantities direct from the Factory. Save in-between profits and loss on "hand-to-mouth" orders.

Packed 1,000 to the Box
Postpaid on receipt of 25 cents
6,000 Postpaid on receipt of one dollar

Packed 10,000 to the Box
f.o.b. Buffalo

10,00011c	per 1,000
50,0008c	per 1,000
100,0006½c	per 1,000
500,0006c	per 1,000

Send all orders direct to

Buffalo Automatic Mfg. Company
457 Washington Street Buffalo, N. Y.

if you couldn't find a little fault with it now and then. Believe me, I'd rather you would find fault now and then. It would keep me on the jump—would make me feel that you are taking the interest in this end of the work that I want to take. I want you to keep in close touch with our work, for next year I think we are going to need a good-sized increase in our advertising appro—." Just then the general manager remembered that he had an important appointment out front.

F. H. Ralsten with Lord & Thomas

F. H. Ralsten has resigned from the N. W. Ayer & Son organization to become sales manager of Lord & Thomas, Chicago advertising agents.

Mr. Ralsten went with Ayer & Son in 1914, previously having been associated for about nine years with the Butterick Publishing Company. The larger part of this period he was located in Chicago as Western manager of the Butterick company, coming to New York about three years ago to occupy the newly created position of sales manager.

ADVERTISING WRITER WANTED

Well known trade and technical paper wants a live advertising writer who is conversant with the machinery and metal-working fields.

State qualifications and full information as to ability in first letter. Also mention salary wanted.

"Trade Paper"—Box 336, Printers' Ink

Manufacturer's Opportunity

Advertising man, now earning \$100.00 per week and who has written some of the most successful agricultural and mail order advertisements that have ever appeared, wants to invest \$500 cash and services for interest in manufacturing concern with product that can be sold to farmers by mail. Write, giving details. Address "W. D.," Box 333, care Printers' Ink.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service
131 East 23rd St. New York



BILLPOSTING

10¢ a Sheet Posts R.I.
FRANZEL & PHILADELPHIA LITHO. LITHO. & PRINTING CO.
ADDRESS LAFAYETTE BUILDING, PROVIDENCE, R. I.
Standish-Barnes Co.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

Representative. For a splendid territory, by a well known Trade Paper. Commission. Experienced men only. Box 730, care Printers' Ink.

WANTED—Solicitor for a list of standard trade papers. Small drawing account and commission to start. Good future for ambitious man. Box 741, care Printers' Ink.

MAIL ORDER MANAGER

WANTED—A large department store now maintaining a mail order department has opening for manager. Qualifications include experience in department store merchandising and mail order methods. A knowledge of advertising would be an advantage. Application should give full particulars of previous employment, size of business accustomed to, and qualifications. Correspondence confidential if desired. Address, F. G. S., P. O. Box 206, Madison Square, New York, N. Y.

MAIL ORDER: Excellent opportunity for young man with mail-order experience. Salary not much now, but will grow as rapidly as ability is demonstrated. State experience, salary expected and age. Box 365, Louisville, Ky.

WANTED—Young man who is thoroughly competent stenographer-correspondent, in office of trade journal located in St. Louis. Must be man of good education, capable of writing convincing sales letters without dictation after he has become familiar with the work. Intention is to train man in every detail of the work with a view to making him advertising salesman. State experience in publishing and advertising lines, age, references, salary expected and any other information of interest. Address Box 735, care of Printers' Ink.

A large publishing house handling educational books on the subscription plan has opening for a man in its Sales Department as assistant to the Sales Manager. Location, New York. Fine opportunity for promotion to branch manager for man who has selling ability and can handle salesmen. Some experience in specialty handling desirable, but not essential. A man who shows ability to grow into this business will be paid around \$20.00 per week to start, and be given opportunity to make a high salary when he makes good.

Address Box 744, care P. I.

POSITIONS WANTED

Wanted—A newspaper man of experience is at liberty to consider a proposition as business or general manager. For further particulars address Box 738, care Printers' Ink.

DIVISION SALES MANAGER

Western Penna. "Pittsburgh Dist." Successful record with large food products manufacturer; seeks change in connection. Sound reasons. Well equipped to take hold and develop distribution and volume, or will undertake to market product of merit for growing concern who seeks entry into this rich field through retail and jobbing channels. Excellent references. Box 740, c/o P. I.

Private Affairs Call Me East

For strictly personal reasons, I desire to return east whence I came four months ago. I am well paid and well treated in my present connection.

I have had no disagreement with any one in authority, but am on the most cordial terms with my principals and in the best of standing. I am now caring for the following important accounts:

"A C" Spark Plugs
Buick Automobiles (in part)
Dentapearl Tooth Paste
Detroit Steel Springs
Firestone Tires (in part)
Glide Automobiles
Hoover Steel Balls
Hormel's Ham and Bacon
Hotel La Salle Cigars
Mitchell Automobiles
Scripps-Booth Automobiles
"Sew-E-Z" Motor Attachment
Simplex Automobiles
Vellie Automobiles

Before coming west, I held an important position in the department of copy production of the House of Ayer, where I was responsible for:

AnSCO Cameras and Film
Atlantic Gasoline and Polarine
Barrett Adding Machines
Carter Ink and Adhesives
Cheney Cravats
Ferris Waists and Corsets
Goetz Silks and Satins
N. B. Co.'s Anola Wafers
Orinoka Draperies
Sealy Mattresses
Smith Bros.' Cough Drops
Soiesette Fabrics
Van Raalte Veils and Nets
Whitman's Chocolates
Willson Goggles

I cut my eye-teeth with McLain Company, Philadelphia, specializing at that time in technical publicity. While there I served:

Atlas Steel Balls
Cortright Metal Shingles
Electro-Dental Supplies
Lea V-Notch Recorders
Merritt Steel Lockers
Nelson Valves
Sells Roller Bearings
Simplex Pipe-Clamps
S & U Hydro-Extractors
Vapor-Vacuum Heating Systems

My technical and advertising experience covers a period of 10 years—shop, drawing-room, all-round newspaper and agency work.

I am 27 years old, of American stock, in perfect health and full possession of every faculty. I do not use alcoholic liquors. I keep my brain hitting-off-on-all-six by proper food, rest and recreation.

What have you to offer?

T. HARRY THOMPSON

*Taylor-Critchfield-Clague Co.
Brooks Building, Chicago, Ill.*

town.'

"I don't suppose I'll ever write a piece of copy that will get its final okay six months from date—but I like to flirt with that ideal. I think I could write a pretty good piece in that time.

"Gosh! Here comes a memo—'Rush this through in time to get the Twentieth Century. Have Blank wire his Okay.'"

* * *

Suppose you had to get every last man in your organization interested in your advertising—not salesmen alone, but shop foremen, machinists, helpers, night watchmen and all the rest. Even the foreigners in the engine-room who could not speak or read English, these, too, had to know of your campaign, what it is intended to accomplish and how they are to help.

That would require a bigger effort, you say, than getting the interest of the jobbers' salesmen or the dealers' clerks. But it is somewhat along the line of what is being accomplished by E. M. Statler, the hotel proprietor.

* * *

About the time that the advertising of the Statler hotels began appearing in national mediums Mr. Statler sent a letter to each of his managers, outlining how they were to secure everybody's co-operation in making the advertising successful. And this includes, we imagine, the dishwashers and potato-parers—even these can help raise the standard of hotel service. This is the letter:

"You realize, I suppose, that we have nothing before us at present which is more important than the new advertising campaign.

"I want everybody in your organization to realize it, too, and I suggest that you get all your department heads together and read to them, with any comments you care to make, a copy of the multigraphed letter I am sending you. Then read *each of the ads* to them.

"Leave nothing undone which will emphasize the importance of making good on this campaign.

Read them *this* letter, too, if you want to.

"Then give each man a copy of the multigraphed letter and a set of the proofs of early advertisements, and instruct him to get his people together and see that they understand what importance we attach to this matter."

"The proofs sent cover only the advertisements which will appear during late August and September. Before October 1st I will send you proofs of October ads, and so on, from month to month.

"I shall always be interested in having any report you can make as to the results of the advertising, as well as your own comments upon it."

* * *

"Don't think now that I am finding fault," said the general manager, "but I do want to make a suggestion for you to think over."

"By golly," answered the advertising manager, "I would think something was wrong and that I was running a dead department

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, etc., required by the act of August 24, 1912, of

The Seattle Daily Times

published every week day evening at Seattle, Washington, for October 1, 1915.

Editor, C. B. Blethen, Seattle, Wash.
Managing Editor, W. D. Chandler, Seattle, Wash.
Bus. Mgr., F. D. Hammons, Seattle, Wash.

Publisher, Times Printing Company of Seattle, Joseph Blethen, Pres., Seattle, Wash.

Owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

Times Printing Company of Seattle, Seattle, Wash.
Blethen, Joseph, Seattle, Wash.

Blethen, C. B., Seattle, Wash.
Blethen, Rose A., Seattle, Wash.

Duffy, Florence Blethen, Seattle, Wash.
Meadag, Marion Blethen, Seattle, Wash.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities: (If there are none, so state): None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above.

Daily Times, 70,834. Sunday Times, 81,786.

TIMES PRINTING CO. OF SEATTLE.

JOSEPH BLETHEN, President.
Sworn to and subscribed before me this 2nd day of October, 1915.

F. D. HAMMONS.

Notary Public in and for the State of Washington, residing at Seattle.
(My commission expires December 10, 1915.)

TIMES PRINTING CO.

Seattle, Wash.

The S. C. Beckwith Special Agency

Sole Foreign Representatives
New York St. Louis Chicago

Mail-Order Advertisers, STOP!

Every subscriber to GOOD HEALTH is a *proved mail-order buyer*. We know because every subscriber to GOOD HEALTH was secured by mail, as the direct result of advertising. Also—as a result of advertising in GOOD HEALTH, we are constantly selling large quantities of books by mail to our subscribers. And further—as the result of advertising in GOOD HEALTH, other concerns are constantly selling by mail large quantities of foods, appliances, equipment and other supplies. The subscription list of GOOD HEALTH is in reality a "gilt-edge mail-order buyers' list"—the kind you would hug yourself to have opportunity of soliciting with letters and circulars under 2c postage. Yet—you may solicit this list through advertising in GOOD HEALTH for less than the cost of 1c postage on a circular to our list. Something to think upon—isn't it? Take a think! Then "Dear Sir" me promptly for our rates. Going up!

J. Dwight Brewer, Advertising Manager, GOOD HEALTH

1810 West Main Street

Battle Creek, Mich.



TRY OUR BING-BANG GUN

For Big Selling Power to Mothers and Fathers

Of Sensational Interest to Children

Great for sale inducer for all household products, boys' clothing and supplies, etc., also for toy openings, boys' departments, etc.

MANUFACTURERS ask us about two new advertising novelties suitable for wide distribution.

SPOTSWOOD SPECIALTY CO., Lexington, Ky.

Premium Specialties

International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c

S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

LETTERS

and advertisements—compounded of Dignity, Force, Humanness, Unusualness. I should like mighty well to send you the striking testimony of others. Just attach this advertisement to your letterhead.

E. M. DUNBAR
15 Rowena Street Boston

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

I Have Produced —and can again.

Worked from the ground up. Know newspaper publishing from every angle. Helped to build one of the fastest growing newspapers in New England. As business manager I put the punch and the push in the business getting that made good.

A clean record.

I feel that I can accomplish big things in the right place. If you want a Business Manager or advertising manager to show results that are strong and healthy make me an offer. I want prospects as much as immediate salary.

Address A. G., Box 334, Printers' Ink.



Pat. Applied
For

Factory. Save in-between profits and loss on "hand-to-mouth" orders.

Packed 1,000 to the Box
1,000 Postpaid on receipt of 25 cents
6,000 Postpaid on receipt of one dollar

Packed 10,000 to the Box
f.o.b. Buffalo

10,000 11c	per 1,000
50,000 8c	per 1,000
100,000 6 1/2c	per 1,000
500,000 6c	per 1,000

Send all orders direct to

Buffalo Automatic Mfg. Company
457 Washington Street Buffalo, N. Y.

if you couldn't find a little fault with it now and then. Believe me, I'd rather you would find fault now and then. It would keep me on the jump—would make me feel that you are taking the interest in this end of the work that I want to take. I want you to keep in close touch with our work, for next year I think we are going to need a good-sized increase in our advertising appro—.” Just then the general manager remembered that he had an important appointment out front.

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To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service
131 East 23rd St. New York



BILLPOSTING

10¢ a Sheet Posts R.I.
ENCASED FILLED BOARDS LISTEN GUARANTEED SHOWN
ADDRESS LAFAYETTE BUILDING, PROVIDENCE, R. I.
Standish-Barnes Co.

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FOR SALE—At an 'exceptional bargain', slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

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If you can use a young American, full of "pep," ideas and experience in your advertising or selling end, I can convince you. Best of references. Now employed, but desire change. Box 737, c/o P. I.

Unusually bright and capable man of 28, experienced in editorial, advertising and business depts. in trade paper field, seeks bigger opportunity. Successful record, including advertising selling. Dependable and adaptable executive or assistant. Now employed. Box 739, P. I.

COMBINATION ARTIST AND COPY WRITER

Capable of handling any figures, animals, landscapes or designs in pen, wash or color. Copy has sold well in United States and abroad. Former employer says: "He is a rapid worker, conscientious—with original and practical ideas." Six years in last position. Box 731, care Printers' Ink.

Well experienced in advertising and agency work. Age 29. Over nine years with leading New York adv. agency handling printing, engraving, layouts, rates, writing of copy, etc. Two years as ass't adv. mgr. of prominent New England m'fg'r; both positions successfully held. Can furnish A-1 references as to character and ability. Seeks connection where there is an opportunity. Box 742, care Printers' Ink.

A well-known trade paper requires a first-class copy and layout man in its service department—experience in campaign planning and follow-up work also desirable. Address, giving experience and salary expected, Box 743, care of Printers' Ink.

Progressive young man (26), who has made unusual advancement in Publicity work, seeks connection with Advertising Agency or Manufacturer. At present employed with manufacturers as Manager of Sales and Advertising. Five years with present concern as Adv. Mgr. Bright, energetic—a prospector of responsibilities and shoulders them—original, forceful and productive of results. Wants to secure a position with larger opportunities. Box 736, care P. I.

PUBLISHING BUSINESS OPPORTUNITIES

I wish to devote more of my time to my outside interests and would welcome an associate in my profitable weekly trade paper. An advertising man who is a good mixer and has some money can make a good connection and eventually own the control. Box 734, care P. I.

One of our clients is overworked. He has other business interests besides his weekly trade journal which require his personal attention. He would therefore sell an interest in his publication to an experienced man who could relieve him of the major portion of the work. The property is valued at Fifty Thousand Dollars. Unusual opening for a hustler who commands some capital. Harris-Dibble Company, 171 Madison Av., N. Y.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

STANDARD BOOKLETS

Specialists in writing, designing and printing Booklets by standard, cost-cutting methods originated by us. Many styles $3\frac{1}{2} \times 6$ in. 8, 16 and 32 pages, attractive covers. 1,000, 8 pages and cover, for \$17.75; 6,000 for \$42.75. Samples, if requested on your letter head. The Dando Company, 26-32 S. 3rd Street, Philadelphia.

A History of 1914

Bound volumes of PRINTERS' INK make ideal references for Advertising Agents and Manufacturers who have occasion to compare past and present campaigns with plans for the future.

4 volumes 1914
\$8.00 the Set, Postpaid

PRINTERS' INK PUBLISHING COMPANY

12 West 31st Street, New York

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 38,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy. 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Sent for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914, Sunday 61,947; daily, 80,176. For Sept., 1915, 72,314; daily, 66,575; Sunday, 127,055.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 127,055 gross.

75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1807. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Mecty. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Sept., 1915, 134,952 daily; Sun., 164,749.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 26,701 av., Sept. '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa., Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,553. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 ave. net paid for '14.

These two South Dakota papers: The Sioux Falls Press The South Dakota Farmer.

Best in their field. G. Logan Payne Co., representatives. Chicago and New York.

Seattle, Wash., The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily circulation, 1914, 71,858; Sunday, 90,368.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (©©) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 96,000; weekly, over 96,000.

The Seattle, Wash., Times (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover	\$125	Page 5	\$100
Second Cover	75	Pages 7, 9, 11 or 13	75
Back Cover	100	Standard Double Spread	150



Advertising Your Advertising

The Chicago Tribune's service does not end when it has accepted your advertisements and printed them on its pages. It does not end when it has given your advertisements a tremendous circulation among the hundreds of thousands of live, eager, climbing masses in this rich community.

The Chicago Tribune goes immensely further than that. It *advertises your advertising*. It helps you *merchandise* your product. It secures for you the active, hearty co-operation of an army of retail dealers.

The Chicago Tribune Sign—reproduced in small size above—is but one form of The Tribune's

service. That sign, hanging in the windows of over 2,000 Grocery Stores and Drug Stores in Chicago, is *advertising Chicago Tribune advertisers* all day long every day in the week.

Not only that, but The Tribune backs up this sign by a 20,000-line campaign, now running in its own columns, so that every man, woman and child in Chicago may know what this sign means. 2,000 colored window signs in the best stores in Chicago and 20,000 lines of publicity—**TO ADVERTISE YOUR ADVERTISING TO THE PEOPLE OF CHICAGO**—that's the kind of service **THE CHICAGO TRIBUNE GIVES**.

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City